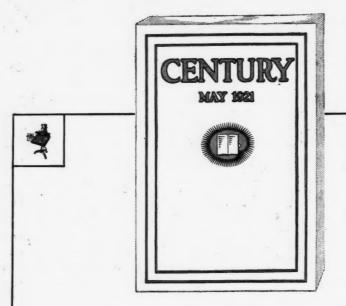




Leading Trade Journal of the World in the Printing & Allied Industries

Fortif Cents



# "New in Charm of Paper and Typographical Dress"

The Century Magazine is advertising in the daily papers: "A New Achievement in the Making of a Rich and Beautiful Magazine" —it's Monotyped!

The leading magazines—Curtis publications, North American Review, Cosmopolitan, World's Work, a host of others—all Monotyped! The reasons are: Beauty and Legibility—both circulation builders.

Century Magazine Entirely Monotype

# LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK

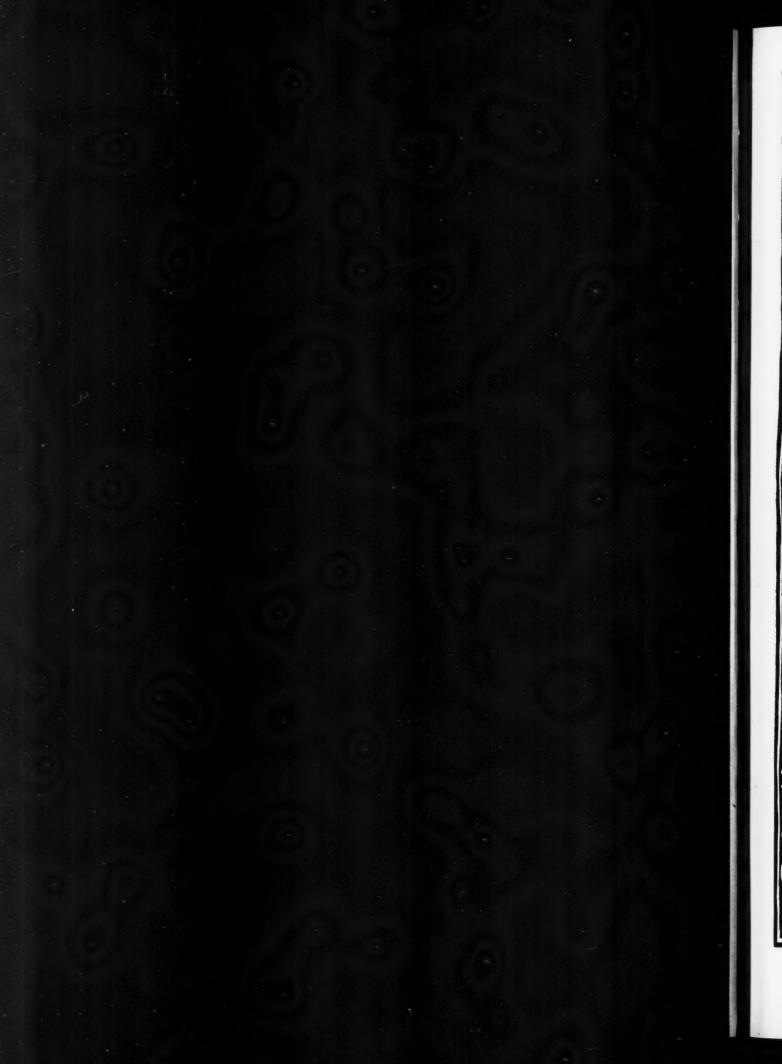
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TORONTO

BIRMINGHAM

Monotype Company of California, SAN FRANCISCO







# AMERICAN TRUST BOND

Especially suitable for business houses using a large number of letterheads for different classes of correspondence and who desire a medium priced watermarked bond paper which carries a dignity commensurate with the prestige of the house. It has a bright color and clear even formation—the advantage of the latter is appreciated by the printer. A Bond paper in which you can take pride. Samples gladly furnished. Other wellknown Butler Bond Papers are Brother Jonathan-National Bank-Voucher and Manuscript.

# BETTER PAPER

Do you know why the Butler organization is constantly able to supply better paper in a wide range of grades? A conspicuous reason is its completely equipped laboratory where means are studied to lift even higher the high quality of Butler Paper and to develop ways and means for lowering paper costs. This work is in your interests-to pass on better paper and new economies to you. This is one of the many reasons why it is to your advantage to specify Butler Paper for your paper requirements.

BUTLER PAPER CORPORATIONS THIRTY BRANCHES AND AGENCIES DEALING DIRECTLY WITH THE PRINTER

New York · Chicago · San Francisco







Printing and Embossing The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

IMPROVED MACHINES

that will save you money and increase the quality and quantity of your printing prod-



The Do-More Automatic Embosser
Feeds, Powders, Embosses and Stacks just as
fast as pressmen pull the
prints off the press.

The Typo-Embosser is Our Improved Process Embossing Machine. ater will take any size of stock up to 12 inches wide.

Write for our booklet No. 10 today.

Automatic Printing Devices Co.

Second and Minna St., San Francisco, Cal.

WRITE



The Automatic

The Do-More Automatic Process Embosser

<u>]M</u>[

FOR EXCLUSIVE

Card Printing Machine

### LINOTYPE

### STEREOTYPE

### MONOTYPE



### UNION SMELTING & REFINING CO., Inc.

New York

Baltimore

Detroit

Chicago

# Strait's Patent Lever Feed Guide

The Logical Successor to the Ouad



\$27.00 . . . . per Gross 14.00 . . . . per 1/2 Gross 2.50 . . . . per Dozen 1.35... per 1/2 Dozen

0.75.... per Set (3)

Only a second is required to make a shift with these guides, and the gauge-head remains in close contact with drawsheet while lever is open, making is easy to see just how the shift is being made.

Order from your dealer or the

H. H. STRAIT, Overland, Mo.

# BUY Flexible Glue NOW!

Your last chance to buy at this unheard of low price

If you are wise you will send your order in tonight—it's going fast. Flexible can't be beat—it's compounded of No. 1 grade clear hide glue and other high grade materials and always remains flexible. Stock up against higher prices—you are protected by a money-back guarantee. Terms: 1%, 10 days, net 30 days, f. o. b. Columbus, Ohio.

Send for our Catalogue No. 24.

THE COMMERCIAL PASTE CO., Columbus, Ohio

### The INLAND PRINTER

Vol. 67, No. 3

HARRY HILLMAN, Editor

June. 1921

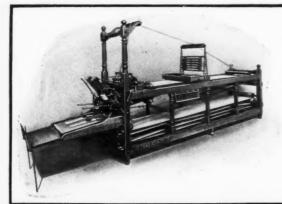
Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A. New York Advertising Office, 41 Park Row

TERMS—United States, \$4 a year in advance; single copy, 40c. Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



### HICKOK CARD RULING MACHINE

will feed one or two cards at a time from size 3 x 3 inches to 8 x 8 inches, or one card at a time 8 x 8 inches to 14 x 14 inches; registration and striking guaranteed to be perfect; speed only limited by ability of operator. Fifty thousand cards per hour, 3 x 5 inches, in two colors, have been ruled by a competent operator. Write for prices and circular.

> THE W. O. HICKOK MFG. CO. HARRISBURG, PA., U.S.A.



# The Arrow Press

of NEW YORK

# Now Entirely Automatic Fed with CROSS CONTINUOUS and DEXTER COMBING PILE FEEDERS

The picture is a partial view of the Arrow Press cylinder pressroom since the installation of an Automatic Feeder on each cylinder press. It was very complete cylinder press cost data that warranted this Arrow Press Cross and Dexter Automatic Feeder installation. The equipping of every cylinder with an Automatic Feeder was completed within a year after the first feeder was tested in comparison with hand feeding.

A survey of plants operating Cross and Dexter Feeders will positively convince you that no other plant equipment returns its cost so quickly. Automatic Feeders save time, labor, space and money. They speed production and considerably enlarge press capacity. Make your slogan too, "An automatic for every cylinder."

# DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire Stitching Machines

CHICAGO

PHILADELPHIA

BOSTON

DALLAS

ATLANTA

SAN FRANCISCO

# Advantages of the Linograph

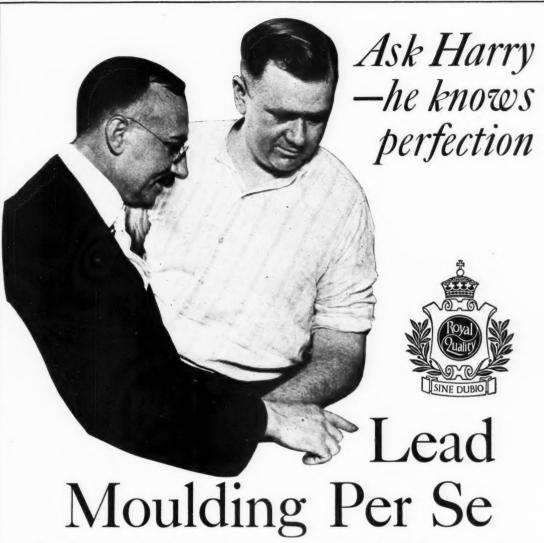
# Over 1000 Less Parts

"The Linggraph way is the easiest way" because there are over 1000 less parts to master 1000 less parts to look after and 1000 less parts to wear out. Anyone can quickly learn its simple, efficient mechanism.

This simplicity insures the utmost freedom from repair, and steady, reliable service year in and year out.

Descriptive catalog upon request.

The Linograph Company, Davenport, Iowa



Harry Blaetz, our General Sup., is the one pointing to the word, "Lead." They say it's bad manners to point, but Harry forgets himself when you mention lead moulding. We didn't know what the *per se* meant until we looked it up in the dictionary. We needed two short words to fill out the line.

The other man is Assistant Sup. Maginnis he has to listen to Harry—that's why he is so

Harry is saying seriously what he would say to you direct if he could: That Royal's lead moulding, by itself considered (that's the per se), is the best lead moulding obtainable on this terrestrial globe. His reasons are technical and long, but the sum of his arguments is that no one, nowhere,

nohow, can match the skill of our craftsmen. Harry has been told innumerable times by customers that they get better printed results from Royal lead moulded electrotypes than from originals. This is because the solids print darker and the high lights lighter from a nickel surface than they do from a copper surface.

Royal nickel surfaced lead moulded duplicates shed ink so cleanly that a set of plates has been known to run for weeks, requiring only a

nightly clean-up with an oily rag.

The more you know about Royal's men, the more you must feel like getting them to do that part of your electrotyping which requires the attention of the most skilled journeymen the craft can supply.

# Royal Electrotype Company Philadelphia

Member International Association of Electrotypers

# What do you expect of your ink-maker?

"No," said Mr. Printer, "we never use an ink corrective. On all important jobs we have the manufacturers furnish the ink in just the right condition."

You have them mix it specially for each job?

"Yes. There's a branch ink-house down the street. We have them mix up the ink soft or stiff, depending on the weather and the job. And the service doesn't cost us a cent," he concluded triumphantly.

But it does cost, Mr. Printer.

"You mean the ink-man soaks us some other way?"

Absolutely not. The cost is right in your own shop.

To begin with, the branch-house can't always put through your order right away. Sometimes there's a delay—with the press and a couple of men held up—before you get the ink, isn't there?

"Oh, once in a while—and that's expensive, I'll admit. But we try to avoid that by ordering the ink in plenty of time."

All right. You figure you want some ink to start a job at ten o'clock tomorrow. So you order the ink today. But how can you guess what the weather will be tomorrow? It's raining and cool now. Tomorrow may be bright and warm. And that job is a three-day run. How about the day after tomorrow—and the day after that?

For that matter, conditions vary in the same day. The fountain and the angle rollers are always cold in the morning, which makes the ink tacky. What's your pressman going to do then—wait for the press to warm up, or get another lot of ink? It's a couple of hours lost either way.

"Well, we can always order more ink."

And wait for it, besides doubling your ink bill. That left-over ink is almost always wasted. You'd need a warehouse to keep the different kinds for different special conditions. And when you find a chance to use a special color, the chances are it won't fit the paper. These special inks are just under foot awhile, and then you throw them out.

And there's another side to it. Your pressmen aren't getting any training, any development. They rely on the ink-man, which makes them helpless when any little thing goes wrong. Instead of fixing it themselves in a few minutes, they call for the ink-man and sit down till he comes. That's not fair to them, nor you, nor your customers, nor the ink-man, who ought not to have to do your pressmen's work.

Reducol changes all that, as hundreds of the most successful printing, lithographing, and box and bag houses testify. Reducol quickly and surely adjusts the ink to every condition of temperature, humidity, and paper. It saves time, money, and labor.

But no responsible printing house has to take our word on Reducol. Order a small lot—5 or 10 pounds—on approval. Try it out for 30 days. If you're willing to get along without it, our charge will be cancelled.

When an offer like that is made by an old established house, you know that it must be well worth while to take it up. Do it—NOW!

### INDIANA CHEMICAL & MFG. COMPANY

Dept. I-6, 135 S. EAST ST., INDIANAPOLIS, IND., U. S. A.

23-25 East 26th St., New York City Pacific Coast Agents: Geo. Russell Reed Co. San Francisco, Seattle, Portland

608 S. Dearborn St., Chicago Canadian Agents: Manton Bros. Toronto, Winnipeg

# A big advantage make it known

If you owned 191 distinct type faces you'd loudly and justly boast of the fact. Why not brag a bit about your "Cleveland" which makes 191 distinct folds, the so-called standard folds and 146 more which cannot be made on all other folders combined?

Sell your customers the advantages of "Cleveland" equipment just as you sell them fine paper-stocks, artistic type-composition, and beautiful color-effects.

The real "friend-salesman" of today is he who saves his customers' money. "Cleveland" will help you do this, and at the same time produce something more attractive.

And that's what advertising men of today want —something new; something different; something distinctive and artistic—the very things your "Cleveland" can do.

Write for samples of "Cleveland" folds to hand your customers when they inquire.



# THE [EVELAND FOLDING MACHINE D

GENERAL OFFICE AND FACTORY: CLEVELAND

NEW YORK: Aeolian Building BOSTON: 101 Milk St. CHICAGO: 532 S. Clark St.
PHILADELPHIA: The Bourse

SAN FRANCISCO: 824 Balfour Building

### **PRESSES**



Gordon
Presses at
the plant of
A. Carlisle & Co.

### A. Carlisle and Company SAN FRANCISCO, CAL.

FOR many years A. Carlisle & Co. has occupied a prominent position in the printing, lithographing and stationery business of the Pacific Coast. Economy and quality of production has been their policy, a plant tuned up to the highest point of effectiveness and equipped with all that is modern in printing machinery.

The Chandler & Price platen press has been the choice of the company for years, being selected in each case when new presses were needed.

The heads of the printing department believe strongly in the utility and merit of this press.

Write for booklet "The Profit in Printing"

The Chandler & Price Co., Cleveland, O.



### **CUTTERS**



# Newspaper Enterprise Association CLEVELAND, OHIO

AMONG the recent purchasers of Chandler & Price Cutters has been the Newspaper Enterprise Association of Cleveland, Ohio.

the

ghest nery.

ears,

Like most other buyers, the executives of this concern carefully considered all makes of machines before they made their decision.

Two factors finally swung their choice to the Chandler & Price—first, the fact that the name "Chandler & Price" has stood for the best in printing equipment for the past twenty-seven years, and second, the unerring accuracy with which the Chandler & Price does close cutting.

Accurate cutting adds to the appearance of good printing—investigate the Chandler & Price Cutter.

Write for literature on cutters

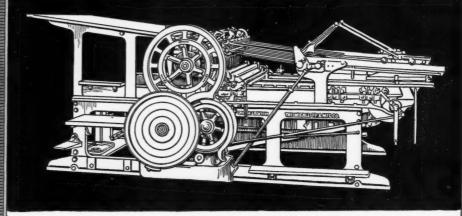
# ilil&IPrice!

Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase-Guaranteed Against Breakage -







# **INSURANCE**

YOU pay a premium for insurance against fire, against losses due to accidents; you insure your life.

You should, therefore, be willing to pay a premium for the insurance of the profit from your pressroom.

The cost of this premium is but the time required to make a thorough investigation of profit earning equipment. And thorough investigation means that you will surely equip with Miehles. The Miehle is a certain profit-maker.

# MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

PHILADELPHIA, PA., Stephen Girard Bldg.

BALLAS, TEX., 611 Deepe Bldg.

ply Co. DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED 



Investigate carefully the economic advantages that the Dexter trade mark stands for in folder and feeder personnel and manufacturing equipment. This company has the largest folder and

feeder organization in the world and over 16,000 machines in daily use, factors you should consider and know about before making new investments in folding and feeding machinery.

Send for our literature describing the No. 189-A Dexter Folder illustrated above.

# DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire Stitching Machines

CHICAGO

PHILADELPHIA

BOSTON

DALLAS

ATLANTA

SAN FRANCISCO

# Ideal Typographic Rollers

All Rollers except Form Rollers

# Read this Letter

Mr. Prospective Customer == Everywhere.

Dear Sir:

We wish to call your attention to IDEAL ROLLERS for which this company has the sole selling agency.

IDEAL ROLLERS are made of Vulcanized Oils, and Oil, being the base of Printing Inks, it follows that they have an affinity for each other. This means that trouble is not experienced between IDEAL ROLLERS and Printing Inks; for instance, Ink will not crack IDEAL ROLLERS and they will, under any condition, even on the hottest or most humid days, take and properly distribute the Ink.

IDEAL ROLLERS do not get soft under 400° Fahrenheit, and will therefore, not melt under press room operating conditions, and as they do not get permanently hard in cold weather, the same roller is used for Summer and Winter and under all temperature and atmospheric conditions.

IDEAL ROLLERS, being made of Vegetable Oils, have no affinity for moisture, and are not affected by humidity, and as they do not absorb Oil, they will not shrink or swell; therefore, they do not have to be reset on the presses.

IDEAL ROLLERS are ground true before leaving the factory, and always remain true. They do not develop low or uneven places due to shrinkage.

No pigment will penetrate the IDEAL ROLLER surface. Black, blue or purple copying Inks can be washed from the rollers with any ordinary cleaning fluid as easily as from the surface of a steel roller, and immediately yellow or white inks can be used without any discoloration from the previous color.

AS the IDEAL FORM ROLLERS have not yet been developed to a stage where we can guarantee them on all points, we are not selling them at this time, but we are selling every other roller on all makes and models of presses which are ordinarily covered with composition, except for Gordon and similar Job Presses.

IDEAL ROLLERS are sold under the following guarantee:

Do not melt, Do not harden,

under ordinary conditions of service. Do not shrink,

Do not expand,

Do not expand,
Do not crack,
Not affected by heat, cold or humidity.
Do not require resetting on the presses.
Are soft, resilient, and possess proper suction qualities.

Free from defects in material and workmanship.

CAN BE USED THE YEAR AROUND.

Order NOW before SUMMER RUSH.

Yours very truly,

# THE AULT & WIBORG COMPANY

CINCINNATI, OHIO

Sole Selling Agents of

IDEAL ROLLERS

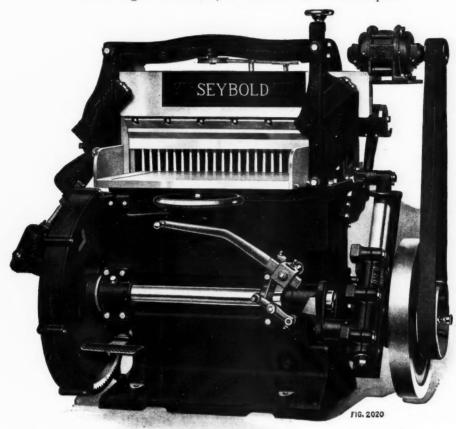
Eastern Representatives

THE AULT & WIBORG CO. OF N. Y. 57 Greene St., New York City

# FOR THE FIRST TIME

In the Cutting Machine Industry

a small size full automatic rapid cutter, of ability equal to the larger automatics, is offered at a moderate price.



### THE NEW SEYBOLD 32-INCH AUTOMATIC

PATENT APPLIED FOR

SPEED OF KNIFE STROKE, 40 CUTS A MINUTE

These machines now await your inspection at our agencies. Descriptive Circular No. 2020 will be mailed on request. We are quietly confident they will win your admiration and approval. Your greatest surprise will come when you ask, "What is the price?"

# THE SEYBOLD MACHINE COMPANY

Main Office and Factory

DAYTON, OHIO, U.S.A.

Agencies

New York Chicago Atlanta Dallas San Francisco Toronto Paris London Buenos Aires Stockholm

# COLOR

Fine color printing
Requires inks made of
Dry color having the greatest
Fineness, clarity
Brilliance and finish
Our staff of chemists
Have evolved and
Our own plant produces the
Highest grades of
Colors made today

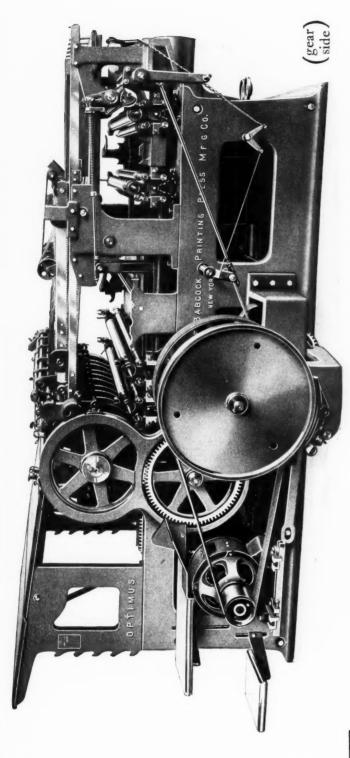
# SIGMUND ULLMAN COMPANY

New York Factories and Main Offices
Park Avenue and 146th Street

New York
(Downtown)
466 Broome St., Cor. Greene St.



Chicago
Western Branch
501 Plymouth Court



interest to the Printer who is seeking operating economy. HIS is the Universal Equipment "BABCOCK." It is of vital The Babcock Printing Press Manufacturing Co. Main Office & Factory, New London, Connecticut New York Office, 38 Park Row

Barnhart Bros. & Spindler, General Western Agents Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle Miller & Richard, General Agents for Canada Torono (Ontario) and Winnipeg (Manicoba) John Haddon & Company, Agents, London, England Gordon & Cortch, General Agents for Australia The American Trading Company, Agents for China 25 Broad Street, New York City

National Paper & Type Company, General Agents for Mexico, Central and South America
Central and South America
Lettergieterij', America
Lettergieterij', America
and the Dutch Possessions
Hensen & Skortvedt, General Agents for Norway
Karl M. Gronberg, Agent for Sweden
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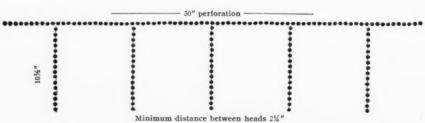
"Our best Advertisements are not printed - they Print"



# Multiple Head "Monitor" Power Perforator



The "Monitor" Multiple Head Perforator is designed for use in plants which perforate large quantities of checks, coupons, stamps, etc. It perforates both ways at one operation, making one perforation of 30" the width of machine, and a series of 10½" perforations at right angles to and meeting the 30" perforation. The machine will punch through five sheets of ordinary stock at a time, and as it perforates both ways at one operation, it will completely perforate five sheets of checks printed six-on at one stroke.



The Right-angle Heads are each individual perforators in themselves and they operate and fit in the machine just like the punching heads in a multiple punch. They slide in a groove and when locked fit flush up to the parts which make the 30" perforation. These heads are attached to the main driving head, so that one stroke operates all heads. This machine is faster than a rotary and gives the highly desired round hole perforation. It is of solid, massive construction and will perform its work indefinitely.



Rear view showing right-angle heads

WRITE FOR CIRCULAR No. 27

# LATHAM MACHINERY COMPANY

Builders of Bookbinding Machinery for 30 Years

NEW YORK 45 La Fayette Street

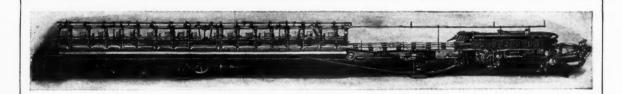
1153 FULTON STREET, CHICAGO, ILL.

BOSTON 531 Atlantic Avenue



# JUENGST Gatherer, Stitcher and Coverer

THE ONLY MACHINE that will Gather, Jog, Stitch and Cover Books all while in Continuous Motion



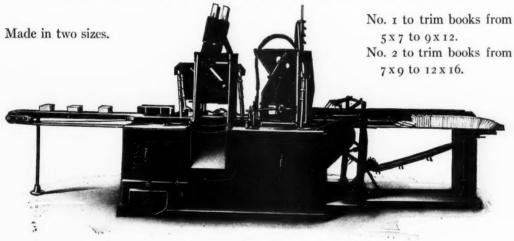
Will detect missing inserts or doublets.

Will gather any signatures from singles up, on any kind of stock.

Built in combination or in single units.

Has no equal for Edition Books.

# Rowe Straight Line Automatic Trimmer



PATENTED

Both machines are quickly adjustable to any intermediate size, using the regular half-inch cutting stick. It shears from the back of the book and does clean, accurate work up to a speed of 24 packages per minute  $4\frac{1}{2}$  inches or less in height.

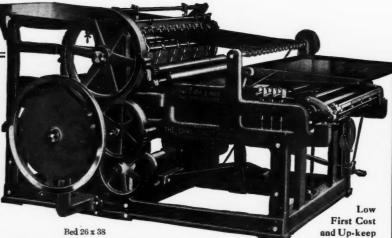
Nothing in trimmers has ever been made to compare with it. They are in use in a number of the largest catalogue and magazine printing houses in the country. If you have work suitable for it you can not afford to be without it. We will be glad to send any further information.

AMERICAN ASSEMBLING MACHINE Co., Inc.

416 N. Y. World Building, New York City



The many users of the Press find it a great moneymaker, because -



# It Always Makes Good All-W

BECAUSE of its ease of handling, due to the simplification of parts and conveniences for the operator; its low first cost and remarkable low up-keep; its fine register and distribution; its rigid impression; its sturdy construction, built-in durability and fine appearance; its adaptability for a large range of work, from a single letter-head or small handbill to the highest grade of fine commercial work; and its all-around dependability, every Lee Press user is an enthusiastic Booster for the press.

SEND TODAY FOR FULL PARTICULARS AND LEARN WHY "LEE PRESS USERS ARE LEE PRESS BOOSTERS"

# Challenge Creations" are Time and Money Savers

### Challenge Pocket Type-High Gauge

Designed to fill all requirements of an accurate type-high bearer and cylinder gauge, yet is small enough to be carried in the pocket.



Every Stoneman, Machine Operator and Pressman needs one. Price \$1.50, postage extra. Weight packed, 2 ounces

### McGREAL Combination CHASES

Chases quickly made up to fit any form

Are especially useful as heading chases. Made with and without cross-bars. Stores away in small space when not in use. Send for complete list of sizes and prices.



# Challenge Mammoth Iron Furniture



Fills the space quickly.
Invaluable for large open forms such as loose-leaf and blank-book work, open spaces in color forms. Sizes from 15 x 15 to 60 x 120 picas. Indispen-sable to the large or small shop. The Hoerner Shute-Board and Type-High Machine Saves half the make-

ready time on all forms containing mounted cuts. Has both a knife

and file plane and makes cuts typehigh, squares, miters, rules, bevels patent block plates, etc.

Price, with 1 Knife and 1 File Plane, F.O.B. Factory, \$60.00

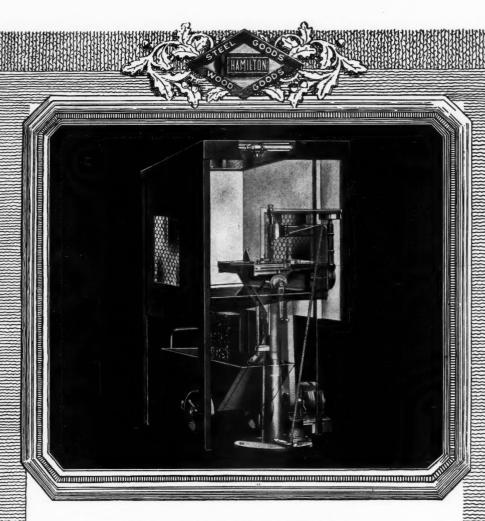
Send for Vest Pocket Catalog describing above and many other "Challenge Creations" for Printers

The Challenge Machinery Co. Main Office Grand Haven, Mich.

124 South Wells Street **CHICAGO** 



Printing Crafts Building **NEW YORK** 



# SAFETY FIRST

The value of a Sawing-and-Trimming machine is now recognized in every progressive composing room. The device shown above is a very essential complement—promoting Safety, Convenience and Cleanliness. Prevents the accidents and damage so often caused by poor lighting or flying pieces of metal or wood. Safety First!

Above illustration is our Saw-Trimmer Guard, No. 15742. Height at front, 61 inches; width at front, 33¾ inches; width at back, 25¾ inches; height to top of metal chute, 28 inches; post at right sets in 8 inches to allow motor space. The inside is finished in white enamel, the outside in olive green enamel.

# THE HAMILTON MANUFACTURING COMPANY

Eastern House: Rahway, N. J.

Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE



# -covers that make permanent the binder's art

WE believe that Fabrikoid is the best binding material that you can use.

Many bindings are beautiful, some are lasting; few combine both qualities to the extent that they are found in Fabrikoid.

Fabrikoid, with its attractive grains and rich coloring, is an appropriate binding for the most treasured volume, or for the commercial catalog or booklet that must be impressive as well as permanent. And its beauty is lasting. For the color doesn't fade; dirt and stains wipe off without leaving a trace and its tough, flexible character makes it wearresisting to a remarkable degree—it doesn't grow shabby.

Fabrikoid stamps and embosses beautifully. It works up with very little waste, saving time and material at every operation.

Thousands have found that the binding that gives the best results is Fabrikoid. We will be glad to send you samples and complete details.

### E. I. du Pont de Nemours & Co., Inc.

Sales Dept.: Fabrikoid Division

Wilmington, Delaware Branch Offices:

Chicago Denver Indianapolis Pittsburgh San Francisco 21 E. 40th St., New York City

Plant: Newburgh, N. Y.

Fabrikoid is a binding that is equally suitable for the treasured volume and the business catalog



Mill Price List Telvo-Enamel Marquette Enamel Mestmont Enamel Lindossino Enancistino.

Lindossino Edeal Litho.

Westvaco Februaro Edeal Litho.

Westvaco Februaro Edeal Edeal

Westvaco Februaro Edeal

Westvaco Februaro Edeal

Westvaco Februaro Edeal

where care Westvaco Februaro Edeale

where care Edeale

where care Edeale

where care Edeale

where Control Edeale

where Edeale

wh Pinnacle Extra Engine



The Westvaco Brands of the West Virginia Pulp & Paper Company are stocked and sold exclusively by the following distributors through the MILL PRICE LIST:

DETROIT The Union Paper & Twine Company The Union Paper & Twine Company CLEVELAND The Chatfield & Woods Company CINCINNATI PITTSBURGH . The Chatfield & Woods Company BOSTON . . . The Arnold-Roberts Company . . Lindsay Brothers, Incorporated WASHINGTON, D.C. . R. P. Andrews Paper Company NORFOLK, VA. YORK, PA. CHICAGO and) . The West Virginia Pulp & Paper Company **NEW YORK** 

Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

This insert is not a sample of any of the papers advertised

# **NEW SERIES 4-ROLLER HartfordPrintingPress**

A complete, perfected, standardized printing machine. For the production of the finest letterpress, half-tone and color-plate work, it has no equal.

### 14 ROLLERS AND **CYLINDERS**

16 sq. ft. of distributing surface.

- 4 Form Rollers
- 3 Distributor Rollers
- 1 Ductor Roller

Composition, all 21/8" Diameter.

- 2 Ink Cylinders
- 2 Vibrator Rollers
- 1 Carrier Roller
- T Fountain Roller

Steel of Various Diameters.

ROLLER ADJUSTMENTS: Regulating the contact or pressure of all rollers and cylinders insuring free and thorough distribution of ink. Prevent rollers overheating, melting, and running down, as result of friction.

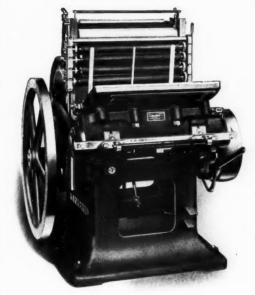
ROLLER LOCKS: With adjusting screws to firmly hold the distributor rollers and vibrators in position after the contact has been regulated with the roller adjustments.

ROLLER SEPARATORS: Instantly separating all rollers and cylinders when the press is left standing.

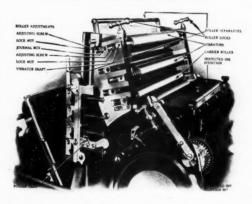
GRADUATED INK FOUN-TAIN FEED: Regulating and accurately maintaining the exact amount of ink to be fed by the fountain, and discontinuing the supply entirely when set at zero.

DUCTOR ROLLER: Is timed to deliver the ink from the fountain to the distributing system the instant the roller carriage starts on its downward motion, thus giving the dis-tributors ample time for thorough distribution of the ink before the form rollers return and take it from the cylinders.

FORD equal to that of the best two-revolution presses.



These new features place the HARTFORD far in advance of all other platen presses.



### MAIN ESSENTIALS IN THE PRESS

without which best results can not be obtained:

Thorough Distribution Rigid Impression Perfect Register Good Makeready

Made in One Size Only, 14 x 22 in.

35.56 x 55.88 Centimeters Inside the Chase.

The scope of work on this machine may, at a small additional cost for extra equipment, be extended to include Hot Embossing and light Cutting and Creasing.

DUCTOR ROLLER TRIP: Automatically cutting off the flow of ink from the fountain when the roller carriage is tripped; or adjustable to permit the supply to be continued when the roller carriage is tripped.

COVERED INK FOUN-TAIN: With detachable blade a n d shouldered adjusting screws held where set by tension spring.

UNBREAKABLE CRES-CENTS IN THE VIBRA-TORS: Extra heavy heat treated forgings, insuring long wear without interruption.

AUTOMATIC PLATEN GUARD: Built in as a part of the press, receding by gravity, therefore harmless in its operation.

DETACHABLE PINION SHAFT BEARINGS: bearings are bronze bushings pressed into independent boxes, insuring long wear and easy replacement.

AUTOMATIC RESET COUNTER: Nickel-plated, mounted on bridge, under the feeder's eye, and does not count when the impression

is one of the factors making distribution on the HART- DRIVE ON RIGHT HAND SIDE: Insuring even balance, uniform pull, and reducing strain on pinion shaft bearings.

Other features of the HARTFORD which have been improved over similar features on other presses are: Instantaneous Adjuster Bar with enameled handle; extra heavy Hook Connection, insuring smooth and even motion of the roller carriage; unbreakable steel Frisket Frame; Depressible Grippers; Combined Hand and Foot Brake and Belt Shifter; Guard on large gear and at other points.

The HARTFORD has a large air chamber back of the bed to absorb temperature when fitted with a HARTFORD Electric Heater for hot and cold embossing and hot stamping, in addition to regular printing. This chamber prevents drying up of the oil and sticking of the bearings.

Designed and Manufactured by NATIONAL MACHINE COMPANY, Hartford, Connecticut





# Our Idea of Service

does not consist alone in explaining the merits of our product, obtaining your order and shipping the goods.

Our interest in each sale continues during the use of our knives in your establishment.

The deal is not closed until you are satisfied. You must be pleased, otherwise the transaction is not in our judgment a success.

Knives for all classes of paper cutting machinery.

# R.J. Dowd Knife Works Makers of better cutting knives since 1847

Beloit, Wis.



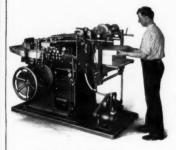
Putting a Form on a Kelly is Easy



Unlocking a Form on a Kelly is Easy



Planing a Form on a Kelly is Easy



Loading the Feed Pile on a KELLY is Easy

# The Kelly Press is most interesting to users of Platen Presses

JOB PRESS WORK is increasing wonderfully, yet the day of the hand-fed job press is coming to an end, except in the very small offices. The product of such presses costs too much, and they have their limitations in quality of product.

The Kelly Automatic Job Press is the one best buy for job work. Attach an automatic feed to a platen press and it remains a platen press. You have not increased the range or quality of your work. Buy a Kelly and you do both, and get more than double the output of a platen press with automatic feed. As to range: the Kelly prints any form that does not extend more than 15½ inches from gripper edge of sheet and which may be locked on a bed 22% inches wide. As to quality: no other press—job or cylinder—equals the Kelly, except the large four-track four-roller cylinder presses.

# Great on Short Runs

AY by day the Kelly is the best shortrun job press. It is a great mistake to consider it as chiefly a long-run press. Every short-run printer who has bought a Kelly has broadened his field and increased his profits, without increasing wage costs. Designed primarily for the field so long monopolized by platen presses, care has been taken to make every operation quick and easy. Make-ready and form corrections are done quicker and easier on a Kelly than on a platen press. A Kelly wash-up is done in five minutes. Of these facts we can send you proof from the job records of many users. The Kelly is the greatest money-maker among printing presses. There are 2000 in use. It is the easiest kind of a press to operate.



Making Ready on a KELLY is Easy



Setting the Ink Fountain on a Kelly is Easy



Washing Up a KELLY is Easy



Changing from Automatic to Hand Feed is Done in a Minute

Do Not be Outclassed in Production Costs: Buy the Great Money-Maker

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

American Type Founders Company the Developer and Manufacturer of the Kelly Press, and also to Barnhart Bros. & Spindler, Washington, D. C., Dallas, Omaha and Seattle; Dodson Printers Supply Company, Atlanta; and Toronto Type Foundry Company, for Canada east of Port Arthur. In Canada west of Port Arthur, American Type Founders Company, Winnipeg.



BABCOCK OPTIMUS 4-ROLLER With Extended Delivery





THE **BABCOCK** LINE





BARCOCK RELIANCE

BABCOCK STANDARD

# WHICH BABCOCK FOR

Printer: The Babcock line affords the press that best meets every flatbed cylinder press requirement in the plant of the modern commercial job, happy medium and the speedy 2-roller ponies. Greater production now from the big 4-roller presses with the Extended Delivery. Many printers find the One-Revolution Express and Pony Express better buys for many kinds of work than the higher priced two-revolution machines.

Publisher: Good presswork with speed at low cost for the publisher of a weekly or small daily newspaper has been the record of Babcock onerevolution presses for years and years. The present models of the Express, Standard and Reliance are the same old basic values of
dependable press building, with here and there an improvement added for convenience of operation. A Folding Machine can be attached to any of
these presses, making a unit for the delivery of a completed newspaper. Efficient presses for the occasional big job that comes to the country plant.

Paper Box Maker: The latest addition to the Babcock line is the Automatic Piling Cutter and Creaser Press. For the manufacture of
Cutting and creasing large sheets at high speed, control of sheet by grippers until cutting process is finished, automatic delivery in large stacks evenly
jogged. Lessens the number of "ties" in the form. At least one less employed per press—less proportionately in batteries of three or more

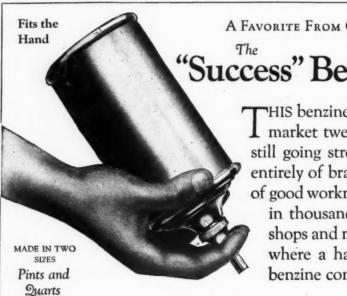
More BABCOCKS in use than any other single make of Cylinder Press— because: "The Printed Goods are Best Delivered by the BABCOCK"



### BARNHART BROTHERS & SPINDLER

Western General Sales Agents Babcock Printing Press Mfg. Co.

CHICAGO KANSASCITY DALLAS ST.LOUIS OMAHA ST.PAUL SEATTLE



A FAVORITE FROM COAST TO COAST

Success" Benzine Can

THIS benzine can has been on the I market twenty-five years, and is still going strong. It is now made entirely of brass with all earmarks of good workmanship. In daily use in thousands of factories, tailor shops and many other industries where a handy and well made benzine container is required.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

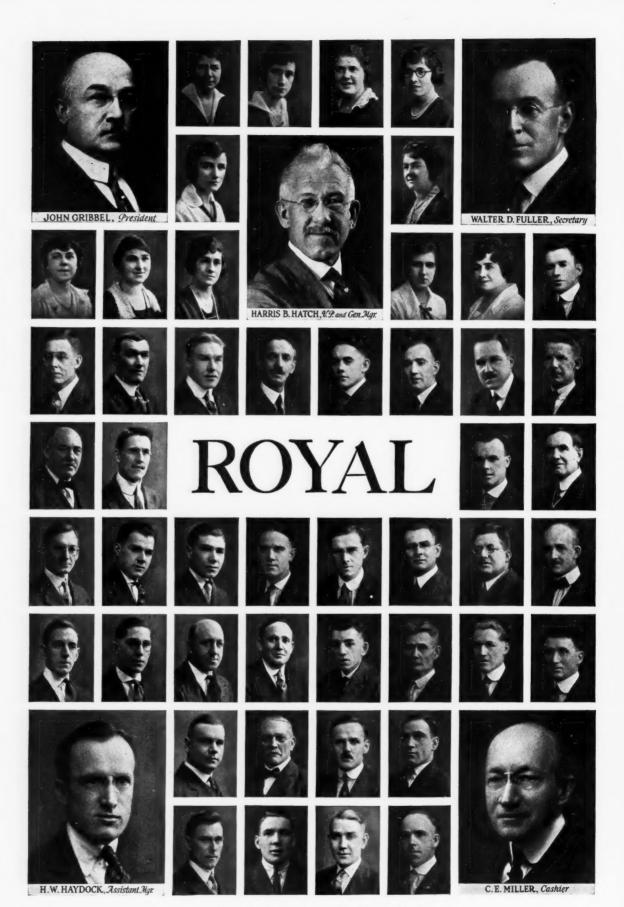


# In this issue of The Inland Printer the entire Royal family INVITES your orders for difficult electrotyping Do you accept the invitation?

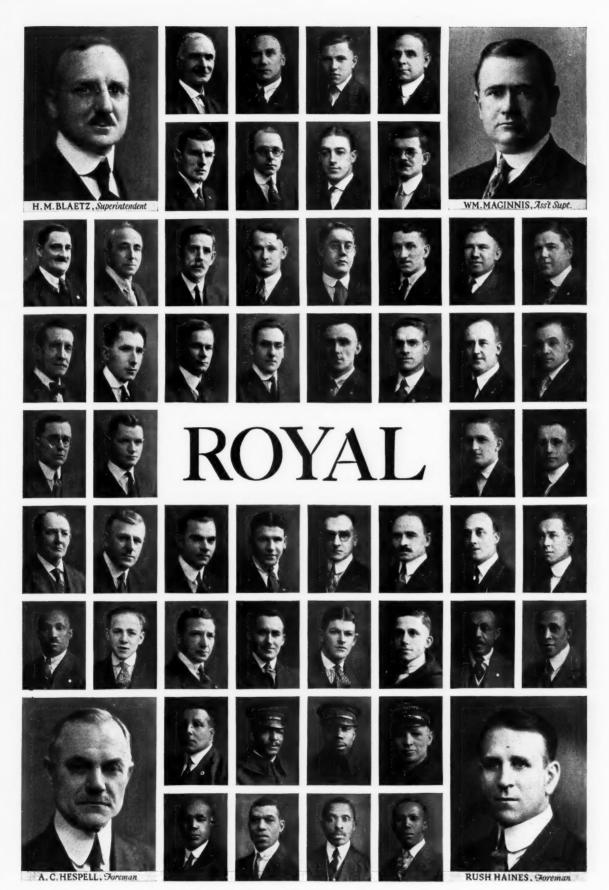
We have bunched the whole membership into one grand group for no other reason than to impress on your mind what we mean when we proudly refer to the Royal Electrotype Company. We want you to visualize the personnel of the whole organization. Then, we want you to reflect that this is the concern that has for months past been featuring its workmen—telling who they are, what they do and challenging the industry to match their individual prowess at plate making. But now we come out in force—the whole blooming family—because we are after what's ours by right of eminent superiority—the difficult electrotyping of this country. By this we mean lead-moulded, nickel steel faced duplicates of process color work—national advertising pages, catalogue covers and text pages which call for fine register—in fact, every electrotyping problem which demands a guarantee of perfect perform-

Three pages of portraits follow

ance on the press.



Please Mention The Inland Printer When Writing to Advertisers.



 ${\it Please \ Mention \ The \ Inland \ Printer \ When \ Writing \ to \ Advertisers.}$ 















THOS. HANSEN, Foreman





# And all these people work for the honor of this mark

Royal Electrotype Company Philadelphia

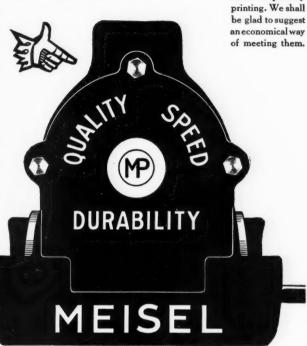
Member International Association of Electrotypers

# A Sure Source of Profit

A MEISEL PRESS will enable you to handle the profitable specialty printing which you couldn't accept with your present equipment. The Meisel Press can handle work that ordinarily requires a variety of operations from several machines. If your work is beyond the range of a stock machine a special press can be built to care for it.

MEISEL PRESS MFG. COMPANY

944-948 Dorchester Ave. BOSTON, MASS.



Trade Mark Registered U. S. Patent Office.

WHEN PURCHASING YOUR NEW EOUIPMENT

### DON'T WAIT FOR VARIABLE SPEED MOTORS



DRIVE SHAFT Model "R" on a Chandler & Price Press with Miller Automatic Feeder.



"HIGH DUTY"
COUNTER SHAFT TYPE
HORSE POWER ½ to 7½
BELTED SPEED
500 to 800 R.P.M.

**SPECIFY** 

# "HORTON"

VARIABLE SPEED

# **PULLEYS**

THE ONLY SATISFACTORY VARIABLE SPEED DEVICE

### NO DELAY-IMMEDIATE SHIPMENTS

COUNTER SHAFT TYPES

ADAPTABLE TO A WIDE VARIETY OF MACHINES

WRITE FOR

CATALOGUE AND PARTICULARS

### HORTON MANUFACTURING CO.

Cable Address HORTOKUM

3008-3016 University Ave., S. E., MINNEAPOLIS, MINN. U. S. A.



7RITE us about

your requirements in specialty

DRIVE SHAFT Model "C"
Standard Equipment for Cleveland
Folding Machines.



"STANDARD"
COUNTER SHAFT TYPE
HORSE POWER & to 4
BELTED SPEED
200-350 R. P. M.

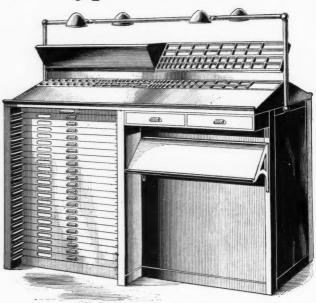
# Kramer 100% Type Cabinets

### The Master Cabinet

With Kramer "Units" Occupy Every Square Inch of Floor Space

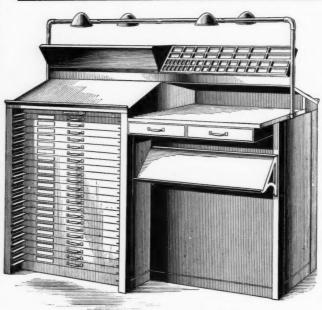
 $K\text{-}300 \ \substack{\text{Especially suited for Job} \\ \text{Composition, Book and}}$ Magazine work. Made in wood or steel. Both sides alike. Two working banks, each 72 inches long, 163/4 inches wide. Two double depth lead and slug cases, holds both leads and slugs 4 to 28 ems, numbered, two sets auxiliary boxes, spacing material cases, etc. Four blank drawers, 2 galley shelves, 44 full size California Job Cases with routed label holders and pulls. Electric wiring with 4 sets of fixtures overhead and one over each tier of cases.

Finished in Antique Oak or dark olive green. Floor space 343/4 x 72 inches.



K-300-Master Cabinet. In Steel-S-4015.

### Arranged for Newspaper, Magazine, Book and Job Composition Both Designs in Stock for Immediate Shipment



K-237-Newspaper Ad Cabinet. In Steel-S-4001.

# Newspaper **AdCabinet**

K-237 Arranged for Newspaper Ad Work, Magazine and Book Work. The feature of this cabinet is the half flat working top. Both sides alike. The flat tops are 41 inches high, 36 inches long, 24 inches deep. The sloping banks are  $36 \times 163/4$  inches. Two double depth lead and slug cases, 4 to 28 ems, numbered, 44 full size extra depth California Job Cases with routed label holders and pulls, 4 blank drawers, 2 galley shelves, wired for electricity, including 6 sets of fixtures, 4 overhead and one over each tier of cases.

Floor space 343/4 inches x 72 inches.

### Kramer Standard "Units"

Can be added to either K-237 or K-300 at any time by removing the galley shelf. Two units required for each cabinet. Fifteen designs as follows: Steel galley page storage, steel sort boxes, full length galleys, space and quad storage, strip rule, etc. Illustrations of units supplied upon request.

# KRAMER WOODWORKING COMPANY (KRAMER STEEL) PRODUCTS CO.)

THIRD AND CUMBERLAND STS.

PHILADELPHIA, PENNSYLVANIA

## You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen—and more difficult to obtain additional presses—but by equipping your presses with

# Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

## Carmichael Blanket Co.

ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

# Golding Art Jobber



#### Most Efficient Hand-Feed Press Ever Developed

ESIGNED to produce the highest quality of Commercial and Art Printing at the minimum cost, the Golding Art Jobber No. 18—12x18—has gained, through years of practical work in printing establishments located in all parts of the world, the reputation of being the most efficient hand-feed press ever developed.

**Distribution** of ink is secured by an automatic Brayer Art Fountain and a Duplex Distributor. Double distribution to the single impression.

Wedge-Impression Adjustment located in bed provides a quick and easy make ready.

**Platen and Rocker** are merged into one massive casting to provide greater impressional strength.

**Eccentric Shaft Throw-off** makes it possible to save the impression within half an inch of the point of imprinting.

Automatic Quick-Stop Brake and Release enables one to stop the press instantly, while running at any speed, without damage to the machine.

Very Durable. Parts work from positive fixed centers. No sliding cams or surface-wearing units.

**High Speed.** Many printers average 12,000 to 14,000 impressions per eight hour day.

Prices on application

#### Golding Manufacturing Co.

Franklin, Mass.

Printing Presses, Paper Cutters, Tools

For sale by the American Type Founders Co., also Type Founders and Dealers generally.

## A Few SHERIDAN Specialties

For the

## PAMPHLET BINDER

#### Gatherer

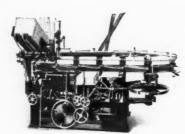
The machine that thinks.



Cuts the cost of gathering in half. Eliminates spoilage and saves two thirds of floor space.

#### Coverer

A necessity in the Job Bindery.



Sheridan 12 in. Horizontal Coverer — Absolutely indispensable in the Job and Trade Bindery. Covers 20,000 books per day — Moderate price.

#### Continuous Coverer

It stands alone.



For the large Job and Publication Bindery — 35,000 books per day. Can be coupled with flat stitcher.

#### Continuous Binder

Supremacy upheld and confirmed by its many users.



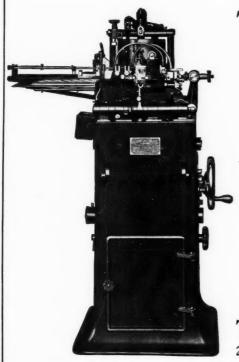
#### "Perfect Binding"

We mean it

Sheridan Binder, First Present, and Future Machine for this method of binding.

#### T. W. & C. B. SHERIDAN COMPANY

NEW YORK CHICAGO



# Thompson Type, Lead & Rule Caster

The only machine that makes the equal of the best foundry type at *one-third* its present cost.

Simple in construction, easy to learn and easy to operate

Type, borders, spaces, leads, slugs, rules, *all* from one machine.



Thompson Type Machine Co.

223 West Erie St.

Chicago



BERRY No. 4



## **Round Hole Cutter**

with four extra heads

THIS is absolutely the only machine on the market that will drill five or six holes through paper or pasteboard stock at one operation.

Ours is also the only machine that will drill holes as far from the back edge of the material as is necessary.

Of course these heads are adjustable and may be easily removed or shifted. Any number from one to six may be used at once. If six heads are to be used to any con-

siderable extent, we strengthen the machine in certain parts, for which an extra charge is made.

We strongly recommend individual motor drive for this machine. It requires a 2 H.P. motor. However, it can be operated satisfactorily from a shaft; and we can equip this machine with tight and loose pulley if desired. Built in four models. Write for literature.

BERRY MACHINE CO.

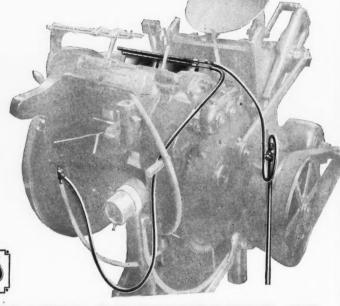
309 North 3d Street, St. Louis, Mo.

Fire Your Miller Feeder

The Ideal Gas Burner and Blower will eliminate Static Electricity and enable you to run the proper amount of color with maximum speed without offset.

Can be attached in 5 minutes.

Price complete, with 2 lengths of hose and all connections, \$15.00, F. O. B. Chicago.





#### LATHAM AUTOMATIC REGISTERING CO.

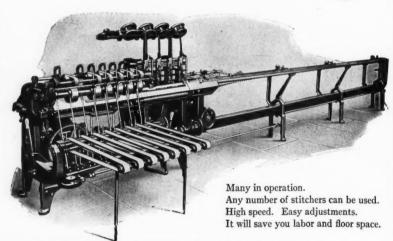
608 So. Dearborn Street, CHICAGO, ILL.

120 Fifth Avenue, NEW YORK CITY

## CHRISTENSEN'S Latest Type

## Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



#### THE CHRISTENSEN MACHINE COMPANY RACINE, WISCONSIN

nadian Agents: TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada CANADIAN-AMERICAN MACHINERY CO., 63 Farrington Street, London, E. C.

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461 8th Avenue, New York, N. Y.

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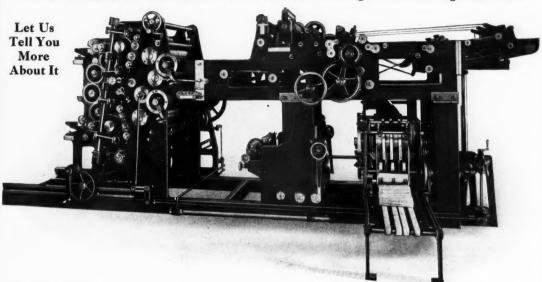
J. H. SCHROETER & BROS.

133-135-137 Central Avenue, Atlanta, Ga. Chicago Office:

Room 469-71 Transportation Building, 609 South Dearborn Street, Chicago, Ill.

#### A HIGH SPEED STRAIGHT ROTARY PRESS

Prints One Color on Each Side—Offset Web—Delivers Sheets Either Flat or Folded Size: 28 in.x 20 in.—You Can Use This Press to Advantage on Your Long Run Work



KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway

TORONTO, CANADA, 445 King Street, West

# WESEL



Equipment for Printers, Photo-Engravers, Electrotypers and Stereotypers

#### WESEL-Built

"Final Bases"
Electric Proof Presses
Saw Tables
Electric Weld Chases
Galleys and Blocks
Shoot Boards and Planes
Mitering Machines
Rule and Lead Cutters
Brass and Perforating Rule
Supplies for Printers, PhotoEngravers, Electrotypers and
Stereotypers.

## New Equipment an Economy

Now is the time to buy new equipment. Not tomorrow or next year—today. Competition is keen—quite keen, in fact—and your equipment must enable you to compete successfully.

Old methods are costly and, initially, so is new equipment. But the latter is a *productive* cost. And right there lies the difference between loss and profit.

Consult WESEL. Experience plus a wide and varied line is our "service" equipment.

#### F. WESEL MANUFACTURING CO.

Main Office 72 Cranberry Street Brooklyn, N. Y.



Chicago Office 1654-57 Monadnock Building



Wages ÷ 2 = 50% Saving Output × 2 = 100% Increase total = 150% GAIN

MILLER IDEAL UNIT—Consists of Miller Automatic Feeder, New Series C. & P. Press, Miller Electrical Equipment with Variable Speed Drive, C. & P. Long Fountain, Miller Fly-Wheel Guard, Counter, Miller Vibrating Distributing and Trip Roller, Miller Hold-Fast Crippers and String Fasteners and Anyangl Lighting Fixture,

# Problem the Hour Solved by Millers

If you will total up the money you have paid out in wages to hand-feeders for the last twelve months, and then *divide* this sum by *two*, you will get a fair idea of the saving the Miller Feeder accomplishes in your Miller-Equipped neighbor's plant. If you will total up the impressions produced by your hand-feeders for the last twelve months, and then *multiply* this sum by *two*, you will get a fair idea of the increased production the Miller insures your Miller-Equipped competitor.

You owe it to yourself and to your business to find out what Miller Feeders will do in reducing your labor costs and speeding up your production—the problem of the hour.

Fill in the coupon and mail it today. It will bring you full information.

## Miller Saw-Trimmer Co.

PITTSBURGH, U. S. A.

Branches: Atlanta—Boston—Chicago
Dallas—New York—Philadelphia
San Francisco

Toronto Type Foundry Co. Canadian Representatives, outside British Columbia, Address Mr. \_\_\_\_\_\_
Firm \_\_\_\_\_
Street\_\_\_\_

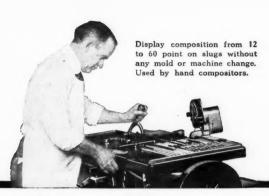
Please send descriptive matter, prices and terms on items checked:

□ 8x12 Miller Feeder □ 8x12 Miller Unit
□ 10x15 Miller Feeder □ 10x15 Miller Unit
□ 12x18 Miller Feeder □ 12x18 Miller Unit

Miller Saw-Trimmer Co. Pittsburgh, Pa.

City and State





Complete All-Slug

## Ludlow

System for Display

Offers a big saving in composing room expense. Eliminates single type storage. Cuts out idle metal investment. Saves floor space and distribution of single types. Avoids type shortages. Provides full font capacity all the time. Direct and simple for display composition.

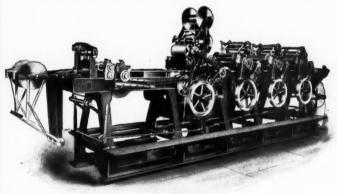
Send for information

#### Ludlow Typograph Company

General Office & Factory: 2032 Clybourn Ave., CHICAGO

Eastern Office: 606 World Building, New York

## Once Through the Press Completes the Job



This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

The New Era Multi-Process Press can be assembled to print in any number of colors on one or both sides of the stock.

A great variety of operations can be performed. Send us samples of your multi-color or difficult operation work and let us show you how economically they can be produced on the

## **NEW ERA MULTI-PROCESS PRESS**

Built by

The New Era Manufacturing Company

Straight and Cedar Streets

Paterson, N. J.



## NUREX is Ideal for Hot Weather

Save your time, temper and reputation by using

# NUREX

Patented June 1, 1920

## **Tabbing Compound**

Your customer won't call you up and say his pads are falling apart, due to the glue becoming sticky and stringy. Even in the hottest weather NUREX retains its resiliency, and is still tacky enough to hold the pads together.

Order a trial gallon from your nearest jobber, and be convinced that NUREX will end your tabbing troubles.

#### NUREX JOBBERS

ATLANTA, GA	Sloan Paper Co.
BOSTON MASS	Carter Lice Paper Co.
Dooron, Mass	Dath Live Taper Co.
BETHLEHEM, PA	Sloan Paper Co. Carter, Kiee Paper Co. Bethlehem Paper Co. Bethlehem Paper Co. Diem & Wing Paper Co. Whitaker Paper Co. Kinght, Allen & Clark Th. Butte Paper Co. J. W. Butter Paper Co. J. W. Butter Paper Co. The Central Ohlo Paper Co. The Union Paper & Twine Co. te Chatfield & Woods Paper Co. The Whitaker Paper Co. The Central Ohlo Paper Co. Western Newspaper Union The Whitaker Paper Co. Southwestern Paper Co. Southwestern Paper Co. Buttler-Detroit Paper Co. Buttler-Detroit Paper Co. Western Newspaper Union Western Newspaper Union Western Newspaper Co. Southwestern Paper Co. Western Newspaper Union
BIRMINGHAM, ALA	Diem & Wing Paper Co.
BALTIMORE MD	Whitaker Pener Co.
Dogmost Ming	Emight Allen 6 Clerk
BOSTON, MASS	Knight, Anen & Clark
BUFFALO, N. Y	The Alling Cory Co.
BUTTE MONT	Butto Paper Co
DUTTE, MONT	Dutte Paper Co.
CHICAGO, ILL	J. W. Butter Paper Co
CLEVELAND, OHIO	The Central Ohio Paper Co.
CIEURIAND OHIO	The Union Poper & Twine Co.
CLEVELAND, OHIO	. The Chion Paper & Twite Co.
CINCINNATI, OHIO II	ie Chatheid & Woods Paper Co.
CINCINNATI, OHIO	The Whitaker Paper Co.
COLUMBUS OHIO	The Central Ohio Paper Co.
COLUMBUS, OHIO	The Central Onto Laper Co.
COLUMBIA, S. C	The R. L. Bryan Co.
CHARLOTTE, N. C	Western Newspaper Union
DANTON OTTO	The Whiteker Peper Co.
DATION, OHIO	The wintaker Laper Co.
DENVER, COLO	The Peters Paper Co.
DENVER COLO	The Carter, Rice Carpenter Co.
DALLAS TEXAS	Southwestern Pener Co
DALLAS, I EAAS	Foutilwestern Paper Co.
DETROIT, MICH	Butter-Detroit Paper Co.
DULUTH, MINN	Peyton Paper Co.
FORM WAYNE IND	Western Newspaper Union
FURI WAINE, IND	Western Newspaper Union
FARGO, N. D	western Newspaper Union
FORT WORTH, TEXAS	The Reimers Co.
CRAND PARING MICH	Control Michigan Paner Co.
GRAND RAPIDS, MICH	Centrat Michigan Paper Co.
HAGERSTOWN, MD	Antietam Paper Co.
HARRISBURG, PA	Johnston Paper Co.
HOTHWON TEXAS	Southwestern Pener Co
HOUSION, I EARS	Southwestern Paper Co.
INDIANAPOLIS, IND	The Crescent Paper Co.
INDIANAPOLIS, IND	Buller-Detroit Paper Co. Western Newspaper Union Western Newspaper Union Western The Relmers Co. Central Michigan Paper Co. Antietam Paper Co. Johnston Paper Co. Southwestern Paper Co. The Crewent Paper Co. The Antietam Paper Co. The Antietam Paper Co.
LACERONWILLE PLA	Antiotom Poper Co
JACKSON VILLE, FLA	
KANSAS CITY, MO	. Alissouri Interstate Paper Co.
LINCOLN, NEB.	Western Newspaper Union
LOS ANCRIES CAL	The Sierra Paner Co.
TOO ANGELES, CAB	Taniquille Donon Co.
LOUISVILLE, KY	Louisville Paper Co.
LITTLE ROCK, ARK	Western Newspaper Union
MEMPINE TENN	Taylog Paper Co
MEMPHIS, I BANK,	Ctandard Daner Co
MILWAUKEE, WIS	Standard Paper Co.
NEW YORK CITY, N. Y	J. E. Linde Paper Co.
NEW YORK CITY N V	Lasher & Lathron
Manual M. I	Laghes & Lathron
NEWARK, N. J	Lasher & Lathrop
NASHVILLE, TENN	Clements Paper Co.
NEW ORLEANS, LA.	E. C. Palmer Paper Co.
Own arrows Court Over	Western Newspaper Union
OKLAHOMA CITI, OKLA	Western Newspaper Chion
OMAHA, NEB	Western Newspaper Union
PHILADELPHIA, PA	Garrett, Buchanan Paper Co.
Differentiacia Da Th	o Chatfield & Woods Paper Co
FITTSBURGH, FA	e Chatheid & Woods Paper Co.
PORTLAND, ORE	Endicott Paper Co.
WILKES-BARRE, PA	D. L. Ward & Co.
Dogwoomen N V	The Alling Cory Co.
ROCHESTER, N. 1	The Anna Cony Co.
READING, PA	
RICHMOND VA	
Decrees NA	The Richmond Paper Co.
IMCHMOND, VA	The Richmond Paper Co.
	The Richmond Paper Co. The Whitaker Paper Co.
ST. JOHN, N. B., CANADA.	The Richmond Paper Co. The Whitaker Paper Co. Schofield Paper Co., Ltd.
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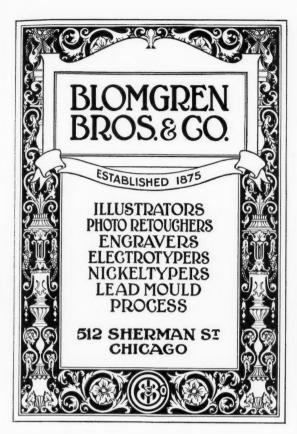
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The Leading Trade Journal of the World in the Printing and Allied Industries HARRY HILLMAN, EDITOR

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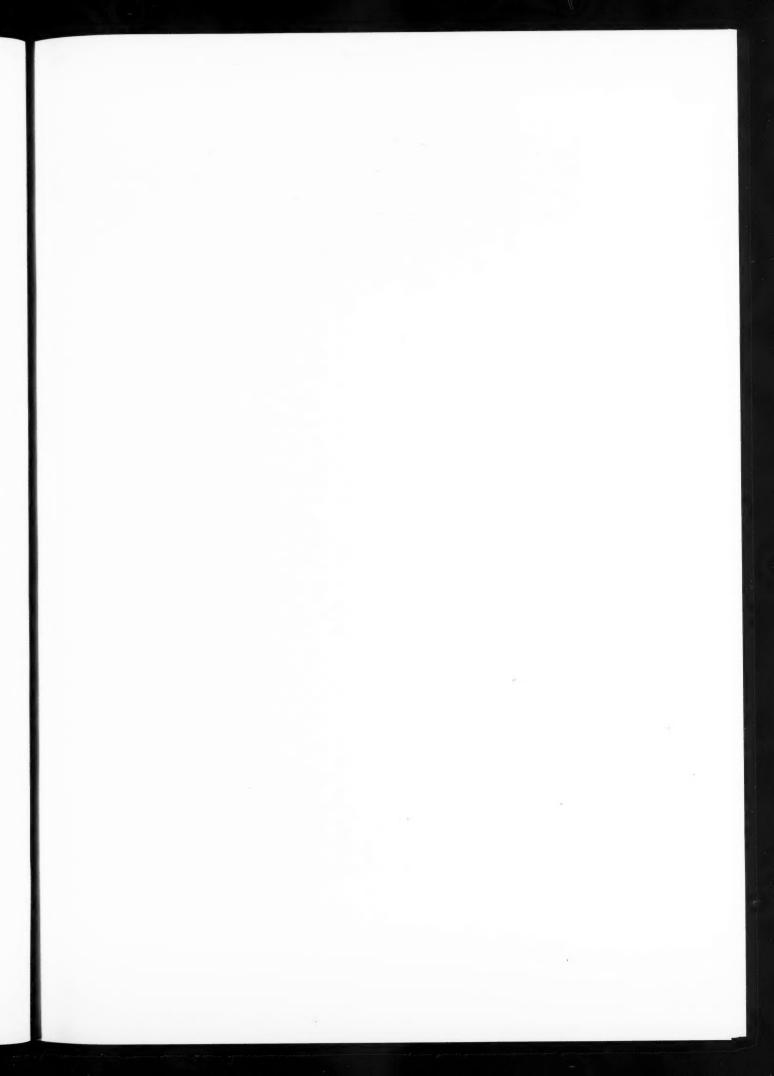
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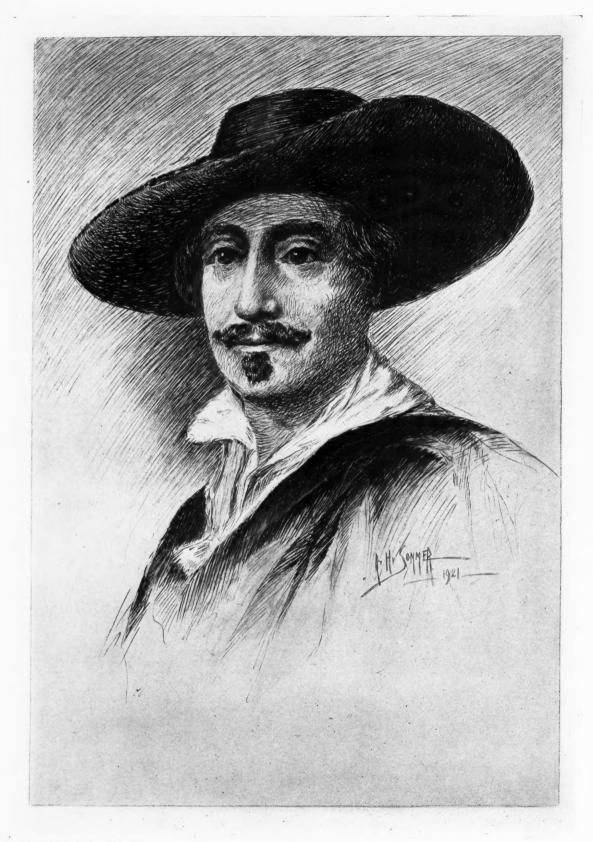
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LOUIS ELZEVIR
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#### THIS THING EFFICIENCY

BY EDWARD D. BERRY



HERE are some words that have such an inherent appeal to popular taste that they come to be used without much consideration as to their proper meaning. Such a word is "efficiency." It is running a close race with that long time favorite, "quality."

The definition in mechanics is given as "the ratio of useful

work performed by a prime motor to the energy expended." It would seem that this is the best all around definition of the word, and one that is least considered when using it.

It has been said that the greatest tax on humanity is not the war tax, strong drink, tobacco, nor organized superstition, but the tax placed upon efficiency through inefficiency. A man may be efficient but hampered by inefficient tools; a tool or machine may be highly efficient but its operator have a lower degree. Experts figure that ninety per cent of our people are thirty per cent inefficient and that ten per cent are totally inefficient. This means that we are getting a small proportion of results compared to energy expended.

Consider a civilization when the ninety per cent were even sixty per cent efficient and the ten per cent with just a small degree of efficiency, not only in industry but in the lives of the people. That would bring the long heralded and still hazy millennium much closer than all the legislative enactments for reforming the human race that could be placed upon the statute books in a thousand years.

That efficiency would begin at the top of an organization and extend to the least important member of it. No one workman can be highly efficient unless those who direct his efforts are themselves efficient.

An executive who thinks of efficiency merely in terms of men and gives no consideration to the methods with which they work nor to the tools they use is himself lacking to a woeful degree. One who uses machines to perform tasks that could be done better by hand, or vice versa, is an effectual bar to composite efficiency.

Given the best surroundings that are possible in each industry, the best obtainable tools and machines, an executive who understands true efficiency, and there is an ideal condition for reaching the highest production and a continuation of it.

To promote efficiency in men, too, is a matter of education, of giving a man the benefit of the thought and the experience of others.

The efficiency of tools is fundamental, as necessary to normal production as the roof over the workroom. A man may work without a roof over him; but when it storms he must cease production and seek shelter. A man may work with inadequate tools, but when some particular tool is needed and not at hand he must seek it or do the best he can with what he has.

No sane man would pay high wages to skilled workmen and employ them upon the construction of a complicated machine with only half of the necessary tools, or unsuitable ones. In such a case, the trained minds of the workmen might eventually triumph over the adverse conditions and the machine be completed, but at what a cost of nervous energy, time and money.

Efficiency of tools is the accelerator of the workroom; without it the human engine runs at slow speed, can not climb a grade, and frequently, under a peak load, sputters and ceases to function.

Efficiency is a comparative term. One man or one machine may accomplish a task efficiently; another man or another machine may accomplish the same task efficiently. But there may be a wide difference between the two in degrees of efficiency.

To be truly efficient, a man or a tool must accomplish a task in the best way possible with the least expenditure of energy.

There are two general classifications: One is the efficiency of the man, the ability to accomplish his task with the least possible effort and the elimination of all lost motion; the other is the efficiency of the tools with which he works, and without which a high percentage of the former is impossible.

And both are of varying degrees. The degree of efficiency of either the man or the tool is dependent upon many things, an important one of which is the state in which it leaves its agent after a task is completed. A man may accomplish his task with the greatest speed and highest quality of product for a day or a number of days and then be in such a state that he is incapable of maintaining that degree, and so a tool may perform its function adequately for a time and then lose its usefulness, in whole or in part. A corollary of the highest degree of efficiency is that man or tool continue to be uniformly efficient for an indefinite length of time.

One thing that has just lately been given sufficient consideration is that one of the necessary provisions for high manual efficiency is that of happy working conditions; the man who does not enjoy his work, or at least feel that his surroundings are as good as they can be made, will, even in spite of earnest endeavor, have a low grade of efficiency. It is becoming recognized that mental coöperation is a necessary part of even the most unskilled labor. The laborer must feel that his work is worth while and that his own efforts are appreciated at their proper value or he will not put desire behind his energy and get the most results from it.

There are those who simply refuse to be efficient; they are impossible of improvement. However, the more happy workmen there are, the sooner this class will be eliminated. There is nothing that human nature wants more than happiness; if one sees a man working happily, immediately there is an incentive to imitate his methods.

So, we have welfare work, bonuses, and many other panaceas for industrial unrest, some of merit and others socialistic.

But, after all, are not suitable working conditions the solution of the problem, aside from reasonable remuneration, which is so clearly a fundamental of happiness that it need not be discussed? But the point is that no amount of financial returns will take the place of the interest that begets loyalty.

Determining just what are the most desirable conditions for each industry is itself a problem; but, generally, conditions that offer full opportunity for personal achievement of results, with all that this implies, would seem to be a potent factor in eliminating dissatisfaction and reducing labor turn over. And what is more important than that tools, themselves of the highest efficiency, be provided, that hampering and distasteful work be reduced to the minimum and all energies devoted to actual production?

There can be no more disheartening thing to a workman than to be compelled to hunt material needed for a job or to use a tool that will not do its work properly and which is as much a hindrance as an aid. There is more nervous energy used in that way than in many hours of fully productive labor.

The best working conditions engender that enthusiasm and aspiration that are as necessary to efficiency as ignition is to a gas engine.

A workman without enthusiasm may be likened to an employer without capital; each may struggle along for an indeterminate period, never accomplishing, never having, and finally, not even hoping.

ALL works of quality must bear a price in proportion to the skill, time, expense, and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful forms and compositions are not made by chance nor can they ever in any material be made at small expense. A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures.—Ruskin.

#### TWO YEARS OF SYSTEM

BY ARTHUR F. MCCARTHY



N January, 1919, The Montgomery Book & Stationery Company, of Salina, Kansas, decided to add a printing plant to the business. A second hand job press, a 22½ inch cutter, about twenty-five fonts of job type, and other small accessories, were purchased at a total cost of less than \$1,200. Today the print-

ing plant represents an investment of over \$9,000, the equipment which has been added being only that which became necessary to care for the

business as it grew.

At the start, no job was too small to be worth considering, an order for one hundred programs for an entertainment or an order for a half thousand envelopes for the corner grocery store being acceptable. Now the jobs of that kind are avoided whenever possible, as contracts for jobs ranging from ten to fifty thousand impressions keep the plant dated some weeks ahead all of the time.

The methods and system by which this business was built in so short a time ought to be of interest to every employing printer in

the country.

The author and finisher of it all is a young man, who is well supplied with three important commodities, brains, nerve and ideas. He says that there was no magic in the building of his printing business, which is only a part of the field occupied by his company, as office furniture, office appliances, typewriters, adding machines, safes, loose leaf books and the like are carried in stock in the store in front of the print shop. But there must have been something very much like magic somewhere in it, you will agree.

The head of this company is a hard worker, and transmits his own energy to his sales people. He says that hard work and the adoption of a few simple things in the way of system constitute the whole answer. At the outset, the business was obtained by going out and asking for it, or by advertising in the newspapers, but mostly by asking. The town in which the business is located has a population of about sixteen thousand, with several wholesale houses and a number of huge flour mills. These and the five banks gave a potential market for a great deal of printing, and this was the first business that was sought, as it was desired to make the plant an exclusive commercial printery to fit in with the office supply store then being conducted.

By careful selection of a solicitor, an entering wedge with this class of business was secured. The wedge was followed by an intensive study of business forms and systems, so that very soon it was possible to evolve forms to suit the requirements of any customer. And today the plant has nearly every important account in the town, yet that is but half of the business, for as much printing is being sold outside the city as in it. A man is kept busy on the road to sell everything the company handles. He also sells printing, and a lot of it, to the banks, elevators and larger stores in the big territory tributary to Salina on the north and west.

A card, called the "Customer's Card" (Fig. 1), is made for every customer. It bears his name, business and address, and is filed alphabetically, the stock 3 by

#240	aug. 29-19	5m Seto Order Blanks	22 =
£2420	Qua. 29-19	5 m leto Shikking Orders	298
#2529	nor. 5-19	21 th Inventor Sheets	350
# 2593	Dec. 5-19	1500 Index Hards	1025
· ·			

Fig. 1.—Customer's Card.

5 card being used. This form, showing the information written on the card, is reproduced in this article. It will be observed that the first notation is the job number, which is followed by the date, the kind and quantity, and the price charged. This constitutes a valuable record for saving time afterward and also for producing reorders.

As an instance showing the value of this record, some time ago The Brown Mercantile Company, a large jobbing house, called on the telephone and inquired how many inventory sheets it had ordered the previous year. By reference to the card for that concern, which, because of being filed alphabetically, was instantly available, it was learned that on November 5, 1919, they had purchased 21,000, the job number being 2529. By reference to the job ticket No. 2529, there was placed before the salesman the copy, the proof and a sample of the finished work. An equally quick reference to the "Cost Record" disclosed what the cost of the several items of the job was. A quotation on a like quantity was desired by The Brown Mercantile Company and all that had to be computed was the added cost of the stock, which had gone up in price since the job was done.

When a salesman has no other way of stirring up business he takes the drawer containing these customers' cards and runs over them. He may observe

being purchased in triplicate, one for the house, one for the city

Nº 1553	JOB TICKET
For	ole.
Kind of Job	
Size	
Quantity	
Proof to	
When Promised	
STO	
Grade	
SizeW	eight
Color	
	CTIONS
Set	
Style	
Padded	Cornered
Ruled	Punched
Numbered	Perforated
Color of Ink	Stitched
Embossed	
Date Completed	Chara s

reason the salesman made the call is so logical that an easy way is opened for him to inquire about other supplies that may be needed.

Added to the above as equipment for the solicitor, there may be mentioned the use of one of the well known price figuring systems, this

	JOB NO	
Date	Order No	
Name		
Address		
Kind of Job		
No. of Copies_		
Sizex		
No. in Pad	······································	
No. in Book		
Color of Ink		
Stock		
Cover		
Price		
	Special Instructions	

Fig. 3.- Face of Cost Record.

man and one for the man on the road. The company has discovered some psychology in the use of the system. For instance, a customer wants a price on a job of an uncommon kind and quantity; if the foreman or the boss, or both together, figure it up before the customer and the price is higher than he had estimated in his mind as proper, usually he does not leave the order or else he haggles over the price. But to see the solicitor turn immediately to a well printed book, bound in handsome materials, and quote a price from the printed page, gives the customer an impression of having au-

thentic figures; at any

Fig. 2.-Job Ticket.

that one of the mills has ordered shipping tags about every three months and that nearly three months have elapsed since the last order. This leads to a visit to the mill, where the matter is called to the attention of the person who does the buying of supplies of this sort. He is flattered by the evident attention to his interests, and if the tag supply is as indicated by the record the order results, leaving that buyer mighty thankful for the thoughtfulness which prevented his running out. This is carried out with all of the big buyers of printing - naturally it could not be done profitably

with every small customer — and to it, perhaps, is due the greater part of the business being done today in this plant. If the mill does not need to reorder tags, the

	STOCK COST	COST RECORD	LABOR AND TIME COST						
Stock		Composition							
		Imposition							
		Make Ready							
Bindery Stock		Distribution							
		Press Work							
		Embossing							
Miscellaneous Stock		Round Corners							
		Perforating							
		Folding							
Outside Work		Gathering							
		Punching							
		Numbering							
		Stitching							
Total Stock	Cost	Binding							
Date Completed	Price	Padding							
	Stock Cost	Cutting							
Date Billed	Gross Profit	Trimming							
Date Billed	Labor Cost								
	Net Profit	TOTAL							

Fig. 4.— Reverse side of Cost Record.

rate, it has been found that with its use there is practically no trouble about prices—the customer is far more likely to accept the quotation given.

The foregoing and the selection of a very high class man as foreman of the shop constitute the groundwork of the picture. The foreman left the job plant of one of the newspapers to cast his lot with the little print shop at its beginning. He is a careful, painstaking

form, as it enables the office not only to figure time costs of a job but to check up on the employees and ascertain the percentage of productive time put in by each. This ticket starts with the name of the workman, followed by the date and the day of the week. The top half is

for the forenoon, and the lower for afternoon. The vertical lines represent five minute periods and the horizontal line, drawn by the workman, is his time line. If there are any gaps in his time line, the lost time, together with the amount of productive time, is entered in a record relating to that workman. At the end of the month, his percentage is calculated by taking his wages for the month and the total productive hours, and the cost per hour of productive

time of that employee

is thus obtained. The head of the firm has averaged all his employees and finds that six out of eight hours of time are productive, two being waste, due to one operation having to wait, at times, on another. Manifestly, those two hours have to be paid for, so if the employee draws 75 cents an hour for eight hours, only six of which are productive, he is costing the plant \$6 for six hours productive time; his time, therefore, is entered on the cost record at \$1 an hour for the time spent on a job.

The "Stock Costs" sheet is filled out by the fore-

	E Richard							TIME TICKET Friday  8 9 10 11																		DATE 3-26-20												
JOS NUMBER	KIND OF WORK	OF WORK 7.					. 8					8												10			U		1							STAL HOURS	AMOUNT	
2834	Press	I	1	1	П	I	П	I	I	П	1	H	H		H	#	H	H	Ĥ	IJ	1	11		I	П	IT	П	П	П		1/2	1.13						
290/_	mese	11	11	•	Н	4	Щ	П	4	Ш	11	Ш	Ш	Ш	1	11	11	1	Ŀ	+		#		+	H	H	П	П	П	T	143	1.00						
2147	cress	11	1	1	H	$\mathbb{H}$	+	$\mathbb{H}$	4	1	4	1	11	Ш	11	11	11	11	4	11	Ш	1	Щ	П	П	П	H	H	$\blacksquare$	$\pm$	7/12	.40						
		++	+	H	H	H	+	1	+	+	H	1	H	Ш	++	44	+	11	4	4	Ш	11	Ш	Ц	11	11	1	11	Ш	1								
-		++	Н	Н	H	H	+	Н	Н	+	+	H	H	Н	₩	₩	#	++	4	+	Ш	11	11	44	11	11	1	11	Ш	1								
		+	Н	Н	H	H	++	H	$^{+}$	+	+	₩	H	Н	H	++	+	+	4	+	H	+	11	44	Н	11	1	11	111	1								
		H	1	H	H	Н	++	H	$^{+}$	+	+	Н	H	H	Н	+	+	++	+	₩	Ш	11	11	H	#	4	H	11	Ш	1								
		#	+	H	H	H	H	+	H	Н	H	₩	H	Н	H	++	₩	H	+	+	Н	++	Н	н	H	Н.	H-	+	H	-								
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Fig. 5.—Time Ticket.

man, and works shoulder to shoulder with the boss. He knows that his future lies in the continued success of the plant, and he turns out the jobs in a manner that will leave no dissatisfied customer, at the same time watching with an eagle eye the costs of production. When called to the front office to consult with a customer, he is ready with intelligent suggestions - in other words, he understands his business.

Every job gets a numbered "Job Ticket" (Fig. 2), which is familiar to every printer, as the form is similar to others in general use. This is made on a manila envelope, which, when the job is completed, contains the original copy, the proof, and a sample of the completed work. It has memoranda of the date, the name and address of the customer, the description of the job, with kind and color of stock, and the instructions for composition and finishing. These are permanent records, the tickets being filed numerically in a convenient drawer.

At the time of making out the "Job Ticket," the foreman fills out the face of the "Cost Record" card (Fig. 3), which bears the corresponding job number and other information. This card is shown here as it contains many valuable suggestions. The real purpose of this card is to preserve the information recorded on the reverse side, that on the

face serving to identify the job in various particulars.

The reverse side of the "Cost Record" (Fig. 4), is used by the bookkeeper, and is filled in from information obtained from two other sheets, each of which is furnished him daily. These are the "Time Ticket" (Fig. 5), and the "Stock Costs" record (Fig. 6). Both are somewhat temporary in nature but are kept for about a year. The time ticket is an especially good

		1TEMS	STOCK	SIZE NO. or POUNDS	COST	PRICE
2834 5	900	Bank Statement	Rating Ledger	95#	28	26.60
2901 4	Set !	Envelokes	Hammermill 63	,	-	10.00
2876 19	9m_	Letterheade	am Trust	10#	30	3.00
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Fig. 6.- Stock Costs Record.

man and is placed each evening on the bookkeeper's desk along with the "Time Ticket." The "Stock Costs" sheet shows the kinds, quantity, weight, and cost of all stock used that day, each item assigned to the job in which it was used by the number.

It will be observed that the items of cost contain no mention of overhead, nor the proportion thereof charged to each job. This is because the business was started as a sort of experiment and in connection with another business, and it has grown so rapidly that there has not been time to arrange a system by which might be figured the proportion of fixed charge which the printing plant is responsible for. However, in a short time the bookkeeping systems are to be so arranged that the printing plant will constitute a separate department with separate bookkeeping. Then the overhead item will appear on every cost sheet. At present there is charged to the printing plant 16% per cent of the total expense of doing business.

The equipment now in the plant consists of the original press and two others, both platen presses, one being equipped with an automatic feeder; a machine

for producing embossed effects and something over a hundred fonts, of about fifteen different faces, of type, together with punchers, binders, stitchers, etc., and the small accessories that go with such an outfit.

The printing plant of The Montgomery Book & Stationery Company has twice outgrown its quarters in the two years and is about at the point of doing so again. The plans for the future include a ruling machine, a pony cylinder and folders and gatherers, and other high grade adjuncts for producing printing of a high quality and in large quantities. The writer expects to be able at the end of another two years to write another story of a progress equally remarkable as that related here.

## SHOULD A PRINTER ADVERTISE ONLY THROUGH PRINTED MATTER?

BY FRANK H. WILLIAMS



HERE are more ways than one of boosting your own business. Turning out the best sort of printing is one way in which a printer can boost his business. Turning out orders when promised is another way. And still a third way is by advertising. Advertising means, in the last analysis, the securing of pub-

licity for your product. When your printing is of such a high class that it makes people talk appreciatively about it, then your printing is serving as an advertisement — and a mighty valuable one — for you. When you deliver goods as promised and your customers tell other buyers of printing that "So-and-So" is always dependable, always delivers goods when promised and never has to use an alibi for being late because he never is late, then you are securing some more advertising that is worth a lot to you. And when you spend money in telling the world that your printing is of A No. 1 quality, that your prices are right and your deliveries are prompt, then you are securing more advertising for your product, but this time you have to pay for it.

It is for the purpose of considering the proper sort of paid advertising for the printer to engage in that this article has been written. Many printers, unfortunately, fail to appreciate the distinct advantages to be derived from using only printed matter for advertising purposes. They rush to painted signs, advertising specialties which some one else has manufactured, and almost any medium other than printing. For a printer to neglect printing as a mode of advertising is to really knock the printing business and to boost the other fellow's game. In effect, the printer who uses a painted sign to advertise his printing is telling the world that he considers painted signs a better advertising medium than printed matter. And, in effect, the printer who uses an unprinted advertising specialty as a me-

dium for advertising is telling the world that he considers such an article a better advertising medium than printed matter. This, of course, is all wrong. Much of a printer's business is derived from the manufacture of direct mail advertising literature for other people. A printer should, therefore, do everything possible to drive home the idea with all users of advertising matter that the printed word is the finest advertising medium ever devised. By doing this he will be boosting his own business. And one of the most convincing ways of doing this is by confining all his own advertising to printed matter turned out in his own shop or to that carried in periodicals.

Alert printers are constantly finding that printed matter offers them all the opportunities they can possibly make use of for advertising their business. They are going about their advertising in a systematic manner and are finding that it pays. Let me recite the experiences of a certain printer whose shop is small but whose business is growing so rapidly that he will soon be forced to enlarge.

This printer—let us call him Ginnert—determined that he would spend a certain amount of money from month to month in advertising his business. He determined, of course, to spend all this money in his own shop, not alone because he would get more for his money by doing this, but also because all this advertising would be a concrete example of the fine printing he could do.

Ginnert adopted blotters as a good medium. Each month he issued a neat blotter with the month's calendar on it and a snappy little phrase telling about some of the good printing he was doing for some particular firm. These blotters he put on the public desks in the postoffice and in the banks, on the writing desks in hotels, and he also distributed them to the executives of those firms whose business he was anxious to get. Ginnert was specific in the statements he put on his blotters. He liked to get testimonials from the

firms he did business for and to put these testimonials on the blotters. In this way he secured a great amount of attention. Friends of the executives whose names appeared on the blotters would speak to them about the advertisement and in this way the scheme created quite a little talk. Ginnert traced considerable new business directly to these blotters.

At first the blotter advertising was the only advertising this particular printer did. Then, when business got better, he took a small two inch space every other day in each of the city's two daily newspapers. In this space he repeated the testimonials appearing on his blotters and also added new ones. This advertising, too, brought definite and gratifying results.

But while Ginnert was very well satisfied with this advertising he felt that he could do even better things in the way of showing possible customers just what well printed advertising matter would do for them. So he inaugurated a plan of issuing a unique folder with this title, "Will Direct Advertising Pay?" Inside the folder Ginnert said that he believed thoroughly in direct advertising, that he thought it brought more results for less money than almost any other form of advertising and that he was laying his cards on the table and by means of this folder was going to give direct advertising a chance to prove what it would do for him. He then went on to say that if the recipients of this particular folder liked his style of printing and wished him to do work for them at a reasonable price they should tear off and mail the coupon in the corner. In this way, the folder concluded, it would be possible for Ginnert to check up the results from this particular direct mail advertising campaign.

The results achieved from this folder were exceedingly satisfactory. The folder cost \$42 to print and mail, and it brought in exactly \$523 worth of business. It is probable that the folder was so very resultful because of the frank, straight from the shoulder manner in which it was written.

Of course Ginnert saw the chance of cashing in on this splendid vindication of direct mail advertising, and a couple of weeks later he issued another folder in which he told of the results achieved by his campaign. This second folder pulled almost as strongly as his first effort and was followed shortly by two more folders along the same lines. After the issuance of these last two folders Ginnert dropped this particular advertising plan because he was afraid that constant repetition might make the folders an old story with the recipients and thereby defeat their own purpose.

But, of course, Ginnert continued advertising all the time, as inexpensively as possible, but as consistently and constantly as his presses kept revolving. He found it a very good plan, whenever he turned out a particularly good bit of work, to print the line "Printed by Ginnert" at the end of the booklet or inconspicuously on the job, provided the man who was paying for the work had no objections. Of course if the purchaser of the material objected, Ginnert did not do it.

Another very successful but inexpensive method of advertising which he adopted was to induce some of his friends in the retail business to allow him to put on an exhibition for a few days in their store windows. For this exhibition he would arrange a rack, say, of letterheads — samples of all the newest, niftiest letterheads he had recently turned out. Then he would print a neat little placard which he placed at the top of the rack. This placard generally bore some such wording as this: "The newest style in letterheads. Styles in letterheads change the way styles in clothes and hats and shoes do. If you want to make your business look more alive by having the newest style in letterheads for your correspondence, consult Ginnert, who printed the new style letterheads shown here." Such an exhibit as this always brought in new business.

Other window exhibits which Ginnert used with much success were of business cards, folders, pamphlets, window cards, catalogues, programs, etc. Every one of these exhibits brought in a most gratifying amount of new business.

It might be objected to this that in using windows for his exhibits Ginnert was really using another medium than that of printing to advertise his business. But as a matter of fact this was not the case. The window was merely the means to an end. The real advertising was the printed matter in the exhibits. Ginnert was showing just what sort of printing he could turn out.

That, in the last analysis, is just about the best sort of advertising that a printer can do. If a printer does the highest class of printing, and can keep on showing the buyers of printing often enough that he is doing such work, then he will eventually get all the business he can handle. It is all a matter of putting brains and ideas and snap and pep into the printing game. When these things are put into the printing business they bring definite and satisfactory results just as they do when put into any other business.

It is not putting brains into the printing business to spend money with an outdoor sign company to paint signs saying that you turn out the best sort of direct mail advertising printing. To do a thing like that is just the same as saying that you consider another medium than direct mail advertising the best for reaching possible customers. But to use direct mail advertising of your own to say and to actually demonstrate that your direct mail advertising printing is high class and result getting, is the best sort of advertising for a printer. Because by using such advertising he is practicing just what he preaches!

IF you divorce capital from labor, capital is hoarded, and labor starves.— Daniel Webster.

#### A SURE WAY TO BEAT THE GAME

BY O. H. MICKEL



F, printorially, there could be found, somewhere, water as holy and efficacious as that of the River Ganges, with a power, by allegation, to so cleanse men's souls as to fit them for presence before the Great White Throne—if it were possible in the commercial world to make a long, painful pilgrimage and achieve

a state of worthiness—or if by the performance of so simple an act as bathing printers could be rid of an ancient, dirty, harmful superstition—we could catch them one by one, compel them to walk over the burning sands, wash them neatly and pin them out in God's sunshine to purify and dry.

Water, in this respect, seems to have no affinity to printers. Their superstitions stick—clean or dirty. It is easier to persuade the Irish that the Banshee is a fake, or the Italians that the Evil Eye is a sinful superstition, than to convince the owner of a platen press of certain glaring, clamorous truths.

Some one — at a banquet or a funeral, or some place where hyperbole and extravagant phrases are permitted - was unkind enough to say pleasant things about printing as a business. Some one called it an art, and inferred a nobility of nature attaching. The artists have, since then, exhibited all the characteristics conceded to artistry. Their shoulders rounded. Their hair was permitted to grow long and unkempt. Their faces became "woful, wan, like one forlorn, or crazed with care, or crossed in love." They became solemn, morbid posers. They listened only to those who would talk of the Noble Art of Printing. They were deaf to facts and figures, and they shuddered at the sound of Truth. It became a part of their pose to tell a breathless roomful how many years they had "been in the business "- insinuating themselves into the high esteem of listeners by the inference that years mean knowledge, and airing that childish logic that makes experience equal to wisdom.

Printing can never be noble as an occupation. In the right sense of the word, there are no noble occupations. Printing, preaching, painting, sculpture, music, cooking and perfuming—all are arts when done by artists, just as the last is an abomination when performed by a polecat. It is the man and not the occupation that counts. It is the product and not the trade or guild that must be appraised. Castes are the last stage of the disease called Conceit. Men are noble and men are ignoble; men are splendid, or they are mediocre and impossible, but when a man begins to talk of the Honor of the Craft—the Noble Business of Printing—he is bansheeing in the moonlight among the graves where Truth lies buried and unmourned.

The business of printing is neither less nor more noble than the business of preaching or the business of pounding nails into boards. In fact, pulpits and rostrums and swivel chairs are creaking and dangerously near to cracking under the weight of stout, loud gentlemen whose nobility could be allowed only if they were attached to the light end of a hammer or shovel. It is service and performance that measures a man.

Read this mush: "As we think in terms of loving gratitude of the many who have suffered and worked that civilization might thrive, let us not forget the immortal spirits of those who have dedicated their lives and energies to printing, the Art Preservative and the safeguard of Truth, Liberty and Justice." Printers have been fed up on this until they believe it. We do hope the papermaker, the pulp mill operator, the loggers, the transportation men, the farmers, the miners and the rest of the presumably unimportant, inconsequential humans will not believe these things. The world has been said to punish for nothing quite so severely as undeserved praise. Some printers are gloriously grand, some are meanly mediocre.

Another thing is the "immense labor, the technical knowledge, the science of publicity, the world of knowledge" the printer must have to serve his customer, for which "no charge is made in the estimate sheet." This is, generally speaking, a bald faced lie. Printers do not study their business. Many of them do not even read their mail. They appreciate being told how busy and how wise and how generous they are, but they are busy and generous because they are ignorant. They give away a great deal, but they give because their skulls are thick rather than because their hearts are tender. The "great" business of printing today faces a crisis promising something very close to extinction simply because master printers have not been wise and generous. For ten years printers have made no workmen. They "could not afford" to pay boys the wages that boys have demanded. The ice cream soda business is handled by commercial Solomons compared with the printing industry. Poor Richard was unkind when he established as a profound, unquestioned truth the lie that lulls the consciences of his successors - when he seemed to prove that the printing business is a noble, learned art and that by its very nature it makes sages and philosophers of its servants. Printers need to study, to plan, to work, and to be honest as much as, or even more than, other business men. Your average printer knows how ignorant is his competitor, and, in turn, by his competitor, he is known. And this is no secret appraisal.

A sure way to beat the game is to learn the game. Learn it, lock, stock and barrel. Learn ink, learn paper, machinery and men, and having learned so much, you will mistrust the men that name you wise and noble.



It has been necessary for us at times to emphasize our policy of refusing to pay any attention to anonymous communications. We also find it necessary to state that it is impossible for us to answer communications unless the correct name and the proper address of the writer are given. During the past few months a number of answers to inquiries which have been made by mail have been returned to us because the postal authorities were unable to locate those to whom the letters were addressed. Evidently some of our readers located in the vicinity of St. Louis, Missouri, according to the postmarks on the envelopes, wonder why we do not pay attention to correspondence. We can only say that at least five letters, addressed to postal stations in and around St. Louis, are lying on our desk, having been returned to us. Several others from different cities are also being held. If the writers will send the proper addresses with return postage, the correspondence will be forwarded. "Uncle Sam" is mighty good at delivering mail when he has at least a slight clew to the proper name and address of those for whom it is intended. He can not be blamed for nondelivery of mail that is improperly addressed. Neither can we accept the blame when letters fail to reach correspondents, if we are not given the correct name or whereabouts of the writers. The great amount of correspondence passing through the editorial department daily places rather a heavy burden upon our office force. We deem it a pleasure and a privilege to render any service in our power in the way of answering inquiries and furnishing information to our subscribers. We do, however, ask the coöperation of correspondents to the extent of making certain that the proper mailing information appears upon their letters, thus helping to eliminate unnecessary work for our good friend "Uncle Sam," as well as for ourselves.

#### Eliminate the Negative Advertising

A new note in connection with printers' advertising has been struck in a recent issue of the house-organ, *The Informant*, issued by the Zellerbach Paper Company, of San Francisco. We doubt whether the thought has occurred to others, maybe it has, but it is one that should receive careful consideration and be put into practice.

Negative copy in advertising is a dangerous thing. It requires the greatest skill and wisdom to use it to advantage, and then it is rather doubtful whether the results secured are commensurate with the effort expended. Negative advertising is destructive. Advertising copy must be constructive, therefore positive, or affirmative.

And yet, has it ever occurred to our readers that many printers have been, and still are, harping on a certain phase of advertising that is not constructive? Says the editor of *The Informant*, after commenting on the growth of direct mail advertising: "More printers should advertise the product of their plants and make known the possibilities of direct mail advertising. And right here we want to register a complaint against certain copy that continues to go out. We read in a printer's advertisement: 'It is true that over eighty per cent of the advertising literature distributed is promptly thrown into the wastebaskets of the men who are simply "too busy."' And then the printer goes on to say that he makes advertising literature so attractive that it is kept and thus paves the way to sales.

"Another printer startles us with this: 'Bang! Into the wastebasket goes the unending stream of business literature and printed matter which flows across the busy man's desk, etc.' Then he tells about his facilities for doing such fine work that his product is retained and puts the message across.

"Examples of similar advertising are legion, and while the printers are to be highly commended for advertising, there is danger in negative copy. When the prospective direct mail advertiser is continually reminded of the yawning jaws of the wastebasket, is he not apt to be skeptical about using this kind of advertising? If it is beset with so many dangers, will he feel like taking a chance? Is it not better to influence him with forceful affirmative copy rather than try to scare him with negative copy?

"It is possible to advertise printing and direct mail advertising by telling of its advantages, its pulling power, its ability to make sales. Why need the copy shout so much about the wastebasket and warn the advertiser to be careful? True, there is often waste circulation in every form of advertising. Direct mail is no exception. Many times, however, the little inexpensive envelope enclosure sells goods. As a matter of fact, the fate of a piece of business literature often rests with the copy more than the kind of printing that carries the message. At all times it is best to urge good printing, but the industry is menaced when the printer continues to harp on the dangers of the wastebasket. Let's put the 'wastebasket copy' in the wastebasket."

#### For a General "Clean Up Day" in Printing Plants

The suggestion has come from our good friend and coworker for the advancement of the printing industry, Roy T. Porte, who is too widely known to need introduction, that the first Saturday in July be designated as "clean up day" in printing plants throughout the country. Mr. Porte started a similar campaign some few years ago, and though it was done only once it created a

favorable impression. There are many arguments in favor of a general "clean up day" for printing plants—very many. Mr. Porte has presented some of them in a short article which we give here:

#### CLEANLINESS AND GODLINESS.

Time was when it was said that cleanliness was next to godliness, but in these days law and custom say that cleanliness is the all important desideratum. Great stress is being laid upon cleanliness as holding close kinship to health; and owners of large factories are discovering that health in the worker means greater efficiency in the production of salable goods. Hence the close relationship between cleanliness and greater production.

So when we urge the observance of the first Saturday in July—two days before the memorable Fourth when Washington had his final "clean up day"—as the day for a complete overhauling and cleaning up of printing offices, we aim at greater efficiency through a higher degree of health and cleanliness.

In nearly every printing plant there is an accumulation of old metal, in one form or another, that has long lost its efficiency. Get it all together, exchange it for new and up to date fonts of type or other material. That will bring a greater degree of health and vigor to the business.

There are also large quantities of idle waste paper stowed away on shelves, in cellars, in boxes, in back rooms, and in outbuildings. All this has a value today, for the paper mills are hungry for papermaking material. True, it will bring in only a few dollars, but even these few dollars put into activity will multiply, while the stowed away junk occupies room, breeds disease germs, and often leads to disastrous fires. The efficiency expert says a junk shop is an unhealthful place to work in; get busy on "clean up day," Saturday, July 2.

The printer who has fonts of type seldom if ever used, but too good for the melting pot, can find ways and means of disposing of them to other printers who can use them to advantage. It is well to know how to "make type talk," but it is better to possess the type that works daily. The type that persists in loafing in the cases, on the dead boards and in the dead rack, should be disposed of, if not buried or cremated, so to speak, for its real life has departed. How to dispose of it and install live type in its place is for the individual printer to decide

Then the old press can stand a clean up and an overhauling. Put life and smoothness into it so that it, too, may become more efficient. Perhaps its usefulness is well nigh gone; if so, provide for its replacement with modern active machinery. Not only the press itself, but the auxiliary machinery needs attention; a clean up may bring them back to their pristine smoothness of operation. Make a memorable day — the day of the fresh start in business efficiency — of Saturday, July 2.

"What is dirt anyway?" asked the editor of the philosopher. "Dirt is matter in the wrong place," replied the wiseacre. There are piles of matter in the wrong place in every printery. Saturday, July 2, is the day to get these errors righted. You and I may not know where the right place for dirt is, but this we do know, that in a printing office it is always in the way of speed, economy and efficiency. Let's move it out of the path of our progress, whether we can find its rightful place or not. And two days before the Glorious Fourth is the eventful day. Let's all go to it.

We echo—"Let's all go to it." Then keep it up. There is no good reason why a printing plant should not be kept clean the year around. Start by making the first Saturday in July a day for cleaning up and disposing of the accumulation of dirt and junk, and putting all the equipment in good shape.

#### Greater Effectiveness Demanded in Advertising

Some interesting features closely touching the printing industry in their effect are disclosed in a recent survey made by the Department of Domestic Distribution of the Chamber of Commerce of the United States. In the neighborhood of two thousand business men returned answers to questions dealing wholly with distribution costs, which had been sent to them for the purpose of ascertaining methods being adopted to reduce overhead expenses and meet demands for lower prices.

Considerable emphasis was placed upon the fact that greater efficiency per inch of space is demanded from the advertising that is being done, though there has not as yet been any great reduction in the amount of advertising space used. Some of the answers showed that the advertising had been increased, some that more attention was being given to direct circularizing.

Taken all in all, the answers show that advertising is looked upon as a very important, an essential, factor in reducing the cost of distribution, one answer being "It is our idea that cutting the advertising would only increase the cost of selling merchandise, and we believe we are right." The general trend of the answers, nevertheless, seems to emphasize the strong demand for greater effectiveness in publicity matter, from the preparation to the presentation of the message.

What does this mean to the printer? Simply that more intelligent handling of advertising copy is required, and that more careful attention will have to be given to the principles of display in all printed matter produced for advertising purposes. Much of our advertising, it must be acknowledged ('tis true, and pity 'tis 'tis true), loses a large part of its effectiveness through the manner in which the display is handled — or, rather, mishandled. An examination of many magazines and journals, as well as newspapers and other mediums, will show that a large number of advertisements fall far short in their power of attracting and holding the attention and interest until the message is driven home. Many of these advertisements could be made from seventy-five to a hundred per cent more effective and productive with very little extra effort in designing and in the composition. We need only refer to the two specimens reproduced on page 361 of this issue to demonstrate what can be accomplished by a little extra thought and care. A little closer attention to the fundamental principles of display composition will go a long way toward putting the necessary "punch" in any printed matter produced for the purpose of advertising, for creating business. From the answers to the questions in the survey referred to, it is evident that a good many more printers will have to devote a little extra time to the study of the principles of display typography.

One of the answers given was "Less white space in advertising." Here we are treading on dangerous ground. Certainly it is not necessary to be profligate in the use of white space, but a certain amount is essential in order to secure emphasis and attract attention. Proper distribution of white space is one of the greatest features in securing effectiveness. Too much emphasis upon reduction of white space in advertising would very likely lead to overcrowding, with the consequent loss of all we are striving for in advertisement composition.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words will be subject to revision.

#### "Depreciation an Element of Cost"

To the Editor: CHICAGO, ILLINOIS.

In the Cost and Method department of the May issue of THE INLAND PRINTER I notice an argument headed "Depreciation an Element of Cost." It is my understanding that the object of depreciation is to provide for the wear and tear caused by the use of machinery through its life. In other words, an amount should be included in the cost of work produced on a machine to provide a reserve (or withhold profits) that will, at the end of the life of the machine, equal the original investment after allowing for salvage.

For this reason most authorities agree that the actual cost of the machine at the time of purchase is the basis on which to apply the rate of depreciation. Any attempt to introduce unforeseen contingencies into the depreciation rate or basis defeats the very purpose of depreciation. At no time is the reserve for depreciation considered as a reserve for contingencies such as the increase or decrease in the cost of machinery and equipment at some future date. It is usually regarded as the measure of wear and tear on machinery and equipment from the time of its purchase up to the time you are giving consideration to the reserve account. I do not know of any arguments in favor of basing depreciation from year to year on market values. There can be no argument as to the original cost of equipment when the invoices are at hand as evidence. Cost is cost, and it is correct hour cost that we are striving for.

Regarding figuring depreciation on diminishing value, it is usually the understanding of accountants that the underlying principle involved is that as machinery grows older, repairs grow greater. Consequently, under this method, at the start of the life of a machine the depreciation charge is greater and the repair expense lighter. As the machine grows older the depreciation charged by this method is less to offset the heavier repair expense. In this manner the costs do not carry an overload of expense. Due to this fact, I believe that to change the percentage of depreciation to be used on the diminishing values after the original rate is determined would defeat the purpose of the diminishing value method.

Regarding the instance of the machine which cost \$3,000 and was sold at the end of seven years for \$1,200, with depreciation at a flat rate of 10 per cent, the proper accounting procedure would be to eliminate the total credit in the reserve account (\$2,100), the total debit in the machinery account (\$3,000), and transfer the income to surplus (if a corporation). The new machine would be charged to the machinery account at its cost (\$4,500), and this would be the new basis of depreciation for the future.

From the standpoint of correct selling price, I believe consideration should be given to the increase in the cost of machinery and equipment, but from the standpoint of costs, the original cost of the machine is the true basis.

The dangerous part of writing up the equipment account to market values is that the offsetting credit from such an entry is likely to be made to the surplus account, and from the surplus account dividends might be declared. At a later date the condition might be reversed and the plant values would have to be reduced to market value by a credit with the corresponding debit in the surplus account. This latter entry might even cause a deficit if the dividends of prior years used up most of the surplus.

Accountant.

#### **Printing From Electrotypes**

To the Editor: PHILADELPHIA, PENNSYLVANIA.

The editor of your Pressroom department surprises us very much by answering an Indiana printer, on page 208 of your May issue, to the effect that the results obtained from printing from originals are superior to those which can be obtained from any electrotype.

We as makers of fine electrotypes wish to refute such a statement and take this means of doing so. A fine print from a nickel steel lead mold halftone will show the solids darker and the high lights lighter than you could ever get in printing from an original. In fine printing this is a contrast which the expert pressman always tries to bring out.

Our reason for this statement is that a nickel steel faced electrotype when properly made ready has little or no affinity for ink and is cleaned off perfectly after every impression. In other words, every particle of ink distributed over the face of the plate by the rollers is transferred to the paper, where it belongs. This is not true of the copper halftone, for copper has a great affinity for ink and does not clean off at every impression. Thus all of the ink that is intended for the sheet does not reach it. In time the halftone will fill up, due to copper being affected by acids in the ink, while the nickel steel electrotype will run indefinitely without showing any such sign.

Your editor qualifies his statement in regard to the loss of depth in electrotyping by making exception to a lead molded electrotype. It is a well known fact that in lead molding today the loss in depth which results in making a duplicate is so slight that it can not be measured by the finest instrument, nor is it noticeable upon examination under a strong glass, much less to the naked eye.

For a number of years we have been trying to educate the public to the fact that we are able to make electrotypes which are as good as the finest original that can be made. All our advertising is based on this assumption. We are not trying to mislead printers. We stand ready to back up any statements that we make in our advertising.

ROYAL ELECTROTYPE COMPANY,

H. W. Haydock, Assistant Manager.

THE press is good or evil according to the character of those that direct it. It is a mill that grinds all that is put into its hopper. Fill the hopper with poisoned grain and it will grind it to meal, but there is death in the bread. — Bryant.

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#### INCIDENTS IN FOREIGN GRAPHIC CIRCLES

BY OUR SPECIAL CORRESPONDENT

#### GREAT BRITAIN

THE John Dickinson & Co. paper house, of London and Watford, now lists paper also in centimeter sizes and in kilogram weights.

SINCE the demise of the *Journal für Buchdruckerkunst* (Berlin), the *Printers' Register* (London) is the oldest printing trade paper. It now registers Volume 60.

At the Printing Trades Exhibition in Royal Agricultural Hall, London, held April 30 to May 14, two days, May 10 and May 12, were devoted to a World's Printing Trade Congress.

THE present year is the four hundredth since printing was first practiced at the Cambridge University, John Lair of Siegburg (commonly known as John Siberch) having set up a press there in 1521, probably at the invitation of Erasmus. Last year the University Press issued over 140 new books, aside from reprints and journals.

THE Members' Circular of the Federation of Master Printers and Allied Trades recently contained an article on the "Standardization of Paper," in which these principles are accentuated: (1) The absurd system of selling paper by a ream containing a variable number of sheets should be definitely abandoned. (2) One of the great advantages of adopting the "mille" [of 1,000 sheets] is that the calculation of the cost of odd sheets is greatly simplified, as it is only necessary to move a decimal point in the cost per mille to find the cost of ten or one hundred sheets. (3) The weights should be standardized on an international basis, using grammes for square meter as the unit. [This idea is manifestly superior to the idea broached in the United States of standardizing weights on a basis of 1,000 square inches, as anything intended for a universal standard must obviously accord with the metric system.] (4) The present method of selling pulp, paste and ivory board by the vague definition of 2 or 3 sheet (2 or 3 ply), or thick and thin, should be abandoned for a definite thickness stated in thousandths of an inch or in millimeters. If the millimeter basis were accepted it would simplify dealing with countries where the metric system is in vogue.

#### GERMANY

THIS country produced, it is estimated, 32,000,000 post cards monthly before the war, and at present but 7,000,000 monthly, due in part to an increased postage rate on cards.

An "Elegant Book" Exposition was held in the historic Römer building in Frankfurt a. M., April 3 to 16. Manuscripts and bindings of the twelfth century and later centuries were prominent, as well as noted incunabula and more recent superior examples of printed books.

Last month we made note of the new fad of collecting "scarcity money" (Notgeld), the small change or "shin-plasters" issued by cities and private firms. Now comes a new publication, Der Notgeld Markt, to function as a medium of information for the collectors. It is issued at Eisenberg in Thüringen.

#### LITHUANIA

THE contest in Germany between Fraktur and Antiqua (Roman) typefaces has its duplicate in that part of former Russia which has now separated from it under the above name. Some sixty years ago the Russian government ordained that all literature in the Lithuanian language must be printed with Russian (or Cyrillic) characters. This did not suit the natives, as they preferred the Roman characters, to which they were accustomed, and they boycotted the Cyrillic as much as possible, with the effect that literary culture slacked up to a great extent among the Lithuanians. There was much friction between the czar's government and the people, through the issuance of ukases and the confiscation of

books printed in Roman, which were produced under cover or smuggled in from neighboring countries. Now that Lithuania has become a republic she can have the alphabet of her choice

#### ITALY

THE export of newsprint is now conditioned on the cession to the National Institute of Exchange of the foreign currency obtained.

ITALIAN newspapers have been authorized to appear with six pages, pending the complete abolition of the restrictions recommended by the Central Paper Commission.

The publishers of *Graphicus* (Turin) are issuing a Dictionary of the Graphic Arts, in monthly parts. It has proceeded as far as the letter M and 1408 octavo pages. The compiler is G. I. Arneudo, and the parts at hand show that he is striving to make a very comprehensive work of his undertaking, the typography of which is very handsome.

#### SOUTH AFRICA

It is authoritatively stated that the number of trades union employees in the printing trade in South Africa totals at the present time nearly five thousand.

THE value of the printing materials, comprising paper. machinery, type, etc., imported into this region during the year 1918-19 is estimated as totaling nearly five million dollars.

At one time about seventy per cent of British paper coming to South Africa comprised printed matter. It is now found that printing can be done more cheaply locally. While paper has still to be imported, it is not necessarily British paper.

France

## A BILL providing for the non-publication of newspapers one day in the week is being promoted in the Chamber of Deputies

THE Minister of Labor has given a gold medal of honor to Auguste Keufer, in recognition of his forty-five years of "professional syndicate" services. He is a prominent leader in the Federation of Working Printers, and was general secretary of this union from 1884 to 1920. He was one of the founders of the International Typographical Secrétariat.

#### AUSTRALIA

Through agreement between the Provincial Press Association and the Printing Trade Employers' Union, substantial increases in wages have been attained in South Australia. Machine compositors have a forty-three hour week for day work (at £4 7½s. per week) and a forty-two hour week for night work (at £4 10s). Other journeymen received respectively for 44, 46 and 48 hours, £3 18½s., £4 3½s. and £4 7½s. Piecework on machines has been raised to 4½d. per thousand and hand composition to 1s. 4d. per thousand — presumably "ens."

#### HUNGARY

THE book and printing trades are now at a low ebb in this country, with scant hopes for early betterment. The former reading classes are now so poor they can not buy literature, and the newly rich are of the sort who used to be satisfied with a yearly calendar. Another factor affecting books is the fact that the Hungarian language is not widespread, thus calling for but limited editions, which naturally cost more.

#### AUSTRIA

The International Typographic Secrétariat has come to life again, after being somnolent because of the hatreds engendered by the war. Its next general congress will be opened in Vienna on September 5 next. A preliminary committee meeting, held recently at Berne, Switzerland, was attended by delegates from Paris, Amsterdam and Berlin.

## THE ELZEVIR DYNASTY OF PRINTERS BY HENRY LEWIS BULLEN

I

N the account books of Christopher Plantin of Antwerp, printer, covering the years from 1565 to 1588, there appears the name "Hans van Leuven dit Helsevier" (John of Louvain, called Elsevier). This journeyman compositor is supposed to have been the father of Louis Elzevir, the founder of a publishing and printing business in Hol-

land which lasted from 1583 to 1712, during a large part of which period it had an acknowledged leadership. In the same book of accounts it appears that one Louis "Helsevire" was occasionally employed by Plantin in the year 1565. From the register of births of the city of Antwerp it has been learned that Louis Elzevir and his wife, Marie Duverdyn, were blessed with a son in the year 1564 and another in 1566. From these facts it is conjectured that Louis Elzevir was born at Louvain in Flanders about 1540 and worked as a journeyman bookbinder in Antwerp, and that, in company with many thousands of Protestants, he went to Holland to escape the persecutions of the Spanish rulers of the Netherlands, against whom the courageous Dutchmen had successfully revolted.

In Leyden the census of 1581 lists Louis Elzevir as a bookbinder. There is a document on record in Leyden, dated September 15, 1583, which relates that "Loys Delsevier," bookseller, is indebted to Christopher Plantin to the amount of 1270 florins for books furnished, which amount is to be paid at the rate of 25 florins per month. In the same year Louis Elzevir published a book for the University of Leyden. It bears his name as publisher. He maintained close relations with the university and so did his descendants, most of whom were graduates of the institution. Various documents still extant reveal Louis Elzevir's relations with printers in France and Germany. He was successful in publishing and bookselling. As a bookseller he maintained a bindery. It was the practice then - a custom which continued until the early nineteenth century — for printer publishers to sell their various editions to other printers or to booksellers in sheets, which were bound by the purchasers, either in simple vellum (the cheapest style of the period), or more elaborately for those who could afford the luxury.

Though we conform with writers in English in spelling the name "Elzevir," the correct form used by all the family save one and by Dutch writers is "Elsevier." Abraham Elzevir II., after becoming proprietor of the printing house in Leyden in 1681, sometimes spelled the name "Elzevier" and sometimes "Elsevier." In France the name is spelled "Elzevier."

Louis Elzevir had nine children, seven of whom were sons. Four of these became booksellers and publishers, and one became a printer and publisher. Matthew I. and Bonaventure assisted their father in Leyden, and eventually succeeded to the parent business. Louis and Gilles established themselves in The Hague, and Josse in Utrecht. In course of time a publishing and printing house was founded in Amsterdam. Doubtless these sons, under the guild law, were apprenticed to their father and became proficient bookbinders. They and their descendants maintained a harmonious but limited inter-family partnership, which was an important factor in their collective success and eventual fame. The Elzevirs began to print in 1617. Their fame was primarily established by their ability to print in a superior way. Their financial success was due in a great measure to the economies effected by producing their own books in their own shops. Shortly after they began to print they adopted a format for their lower priced books and a distinctive style of types and type composition, which, while simple and restrained in decorative features, remain to us as models of good taste and superior

workmanship. These merits were appreciated as the books were issued, and appreciation has never diminished since. One may easily procure Elzevir books in their popular format at moderate prices. Thus it has happened that though there is no book in the English language to do honor to the Elzevirs, their fame is greater among English speaking persons than the



Matthew Elzevir, born 1564, died 1640, eldest son of Louis Elzevir, founder of the Elzevir Dynasty of printers.

retired from the business in 1622.

fame of the Aldi and the Estiennes, whose lives and works deserve more appreciation.

Isaac, grandson of Louis I. and son of Matthew, was the first printer of the family, commencing as a master printer in Leyden in 1617. Besides printing for his grandfather and uncles he was appointed printer to the University of Leyden. There exists in that university today a collection of 2,737 graduate theses printed by successive Elzevirs, the earliest date among which is 1654, earlier issues having been destroyed. Isaac began to print these theses in 1620, and doubtless from that time until 1712 the Elzevir presses were much employed by the university in work other than book printing. The lucrativeness of the appointment of printer to the university, in addition to a fixed annual payment, may be inferred from a statement of the expenses incurred in a celebration in 1695 attended by the queen of England. Out of a total expenditure of 2,210 florins. Abraham Elzevir II. received 934 florins for printing and 354 florins for binding. In 1621 Isaac's printing house was removed to the precincts of the university, and the business of the Elzevirs was continued there until it ceased in 1712. Their bookshop is supposed by the Dutch author of the most complete history of the family to have been in one of the small buildings at the right of the main university edifice in the picture which accompanies this essay. Upon the death of Abraham I. in 1652 the university struck a medal in his honor.

In 1622 Matthew, the eldest brother, (b. 1564, d. 1640) retired, selling his interest to his son, Abraham I., who agreed to pay his father 11,217 florins for his share in the partnership. In the year 1625 Bonaventure and Abraham I. bought

the printing plant of Isaac, paying 11,000 florins. It consisted of twenty-five thousand pounds of types, with letter punches and matrices for casting types, four letter presses and one copperplate press, with the usual sundries. Bonaventure and Abraham I. in their partnership of almost thirty years (termi-



Coat of Arms of the Elzevir Family.

nated in 1652 by the death of both) immortalized the name of Elzevir. Their names appear as printers on 517 books. and they printed other books anonymously or with fictitious They created a imprints. novel format which was used in a majority of their issues and also by the Elzevir printing houses in Utrecht and Amsterdam. This format is smaller and the types are smaller than those which were made famous by the Aldi and the Estiennes. A bound volume of the Elzevir format is usually 5½ by 33/8 inches. The

hand made paper was thin but of excellent quality, but the volumes were by no means thin. They were usually from one inch to one and a half inches thick, the most compact yet readable series ever issued. The type page is 12½ by 26 picas. The types used are similar but superior in design to those we call Caslon Old Style, and quite unlike the types now called Elzevir by certain typefounders. The body of the pages was set in a size then called in France, Petit Text du Breviaire, the equivalent of 81/4 of our points. Other than a few initials, an occasional headpiece and, more frequently, a small vignette at the close of a chapter, there were no decorations. Illustrations were seldom used in the small sized books and when used they were from copperplates. The title pages are pictorial copperplate engravings, both the picture or emblems and the lettering remarkably well done. It was the golden period of copperplate engraving. The art of wood engraving had been abandoned, save in its cruder forms. When the Elzevirs and their contemporaries illustrated a book they used copperplate engravings, which were printed in register, the type matter first.

The Elzevir 24mos deserve their fame. That style of typography to which we give the name of Caslon is really a revival of the carefully studied and correctly placed lines, paragraphs and pages of the Elzevirs, yet the source of the excellence of their printing was French. The Elzevirs patterned their work after that of the French printers of Paris and Lyons. When the Elzevir printing was at its best their type faces were of French origin. The types were not made in France, but were cast in Holland from matrices which were either made in France or were made from letter punches of French origin. In the seventeenth century and earlier, the main income of typefounders was derived from the sale of letter punches or matrices, or both, to printers who either employed typecasters themselves or had the casting done locally by persons specializing in that work. The Elzevirs cast their own types. Eventually they employed letter punch cutters and matrixmakers. The origin of their type faces has been a matter of controversy. The Dutch historians allege that the punches for the types used by the Elzevirs were cut by Christopher van Dyck, whose name and fame depend in our day solely upon the discovery of a broadside specimen (141/2 by 91/2 inches) of the Elzevir types that were made in Amsterdam in 1681.

Only one copy of this specimen has survived. It was found in the archives of the Plantin-Moretus family in Antwerp, and in it van Dyck is credited with having cut the

punches for twenty-seven of the fifty fonts that are shown. Accompanying the specimen is a letter from the widow of Daniel Elzevir of Amsterdam to the widow of Balthasar Moretus, great grandson of Christopher Plantin, offering for sale the Elzevir typefoundry in Amsterdam. The widow says that van Dyck is "the master letter cutter of our time." but the specimen does not justify the claim. The types on the smaller bodies are good, but are unequal in the cutting. The deterioration was probably due to the necessary substitution of inferior punches, locally made, to replace broken punches The larger sizes in the specimen are of French origin. inferior, and yet they are no worse than the types made elsewhere in Europe during the latter part of the seventeenth century, which was a decadent period in the typefounding art. A curious error is noticeable in the specimen of the "Ascendonica" size (22 point), in which the capital Z is reversed, the main line running from left to right. That this error was permitted to appear in the specimen is an indication of the general carelessness which had begun to degrade the art of printing at the time when the Elzevirs were terminating their activities.

The typefounding implements thus offered for sale were in use in Amsterdam. The next fact in their history is established by an advertisement found in the *Harlem Gazette* in its issue of June 17, 1683, in which Jan Bos announces that the celebrated typefoundry of Christopher van Dyck had been sold by the inheritors of Daniel Elzevir and that he (Jan Bos), at the house of Joseph Athias, was casting the types and selling them at the same prices formerly charged by van Dyck and Elzevir. Athias, himself a Jew, was a



Main Hall of the University of Leyden, as it existed in the time of the Elzevirs. The Elzevirs occupied one of the buildings at the right of the main hall from 1621 to 1712. These buildings were within the precincts of the university.

famous printer of Hebrew books and maintained a large printing house in Amsterdam. From Athias' place a specimen broadside was issued: "Proeven van letteren die gesneden zyn door wylen Christoffel van Dyck welcke te bekomen ayn op de Niewe Heere Gracht over de Plantagie in de boekdruckery tot Amsterdam." (Specimen of types engraved by Christopher van Dyck, which may be purchased in Amsterdam at the printing house near the New Great Canal, opposite the Park). This was the address of the Athias establishment. Athias' successor disposed of the Elzevir typefoundry to Jan Roman,

who issued a specimen broadside. Finally, in 1767, Jan Roman sold to Jean Enschede of Harlem and the brothers Ploos van Amstel of Amsterdam. The present typefoundry of John Enschede & Sons, in Harlem, preserves some of the van Dyck matrices, and may claim to be the successor of the typefoundry of the Elzevirs.

The Elzevirs effected two important reforms. They were the first to use the letter i invariably as a vowel and the letter j invariably as a consonant, and added to our alphabet the capital J. Prior to the introduction of the capital J, the letters i and j were used interchangeably, and the capital I appeared in places where we now use the J. They also did a like service with the letters u and v, which before their time were used interchangeably. This reform necessitated the introduction by the Elzevirs of the capital U to be used instead of the capital V where the sound was not properly represented by the latter letter. In its first form the capital U was an enlarged lower case u. These were valuable reforms. The Elzevirs also led the way in abolishing the persistent use of contractions in books printed in Latin. The perfect spacing of the earlier printers was made easy by the use of contractions: if a line did not space evenly the printer omitted a letter or abbreviated a final syllable, indicating the contraction by placing over the preceding letter a stroke or mark similar to what is now called a macron or a tilde. Notwithstanding this limitation in the interest of easier reading, the spacing of the Elzevirs is notably good. To make perfect spacing easier, the length of their lines was adapted to the sizes of their types. They probably discovered that certain sizes space better in certain lengths of lines, a fact which is not generally known among modern printers. A change of length of only six points will frequently facilitate even spacing, whereas in a longer or a shorter line the results had been unsatisfactory.

To resume the history of the family: After Bonaventure and his nephew, Abraham I., died in 1652, the parent house in Leyden was conducted by Bonaventure's son, Daniel, and Abraham's son, Jean. In 1655 Daniel married a favorite niece of his elderly cousin, Louis II. of the Amsterdam house, and became a partner there. He took with him part of the printing plant and typefoundry of the Leyden house, and in a short time the prestige of the Leyden house was surpassed by that of the house in Amsterdam. Daniel and his father, Bonaventure, and his cousin, Abraham I., were the leading spirits of the numerous family. When Daniel died, in 1681, his eldest son was nineteen years of age and a student at Oxford University in England. He and the other heirs were well to do and disinclined to continue the business. The plant and stock in Amsterdam were sold in 1682 for 254,000 francs (\$50,000). The printing house in Utrecht, founded prior to 1617, ceased in 1675, on the death of Pierre Elzevir. Jean, the former partner of Daniel in Leyden, continued the parent house until his death in 1661. The business was then carried on by Jean's widow, until her death in 1681, when the son, Abraham II., succeeded her. The house in Leyden had deteriorated after the death of Jean, and on the death of Abraham II., in 1712, it ceased. The apparatus was worn out, and on February 20, 1713, the plant, consisting of four printing presses, punches, matrices, types and other materials, was sold for the insignificant sum of 2,000 florins. Thus ended the printing activities of the Elzevirs.

Not all the members of the family were engaged in printing and publishing. Some were engaged in the professions and others held commands in the army and navy of Holland. The family as a whole achieved social distinction and were more than ordinarily prosperous. The printers of the family exerted a great beneficial influence in the education of their century. They printed and published 2,115 books bearing their various imprints. In addition they issued many books anonymously. In their century Holland alone among the nations

permitted complete liberty to the printers, and the printers of Holland were profitably engaged in printing certain books of a progressive tendency for authors and publishers who were prohibited from publishing such books in their own country. These books sometimes carried fictitious imprints or no imprint at all. They were circulated with more or less secrecy. The Elzevirs had their share of this work. They probably never operated more than twelve wooden printing presses at any one time. In 1655, when Daniel took charge of the house in Amsterdam, he had only four presses, and only two other printers in that city operated as many as four presses. When the Levden plant was sold it contained only four presses. While their principal output was the 24mos, they issued many octavos, quartos and folios. Their larger books are more elaborate typographically and many of them were illustrated. Their largest book is a folio, "Corpus Iuris Civilis," printed in Amsterdam in 1663, containing 1,602 pages set in Latin, Greek and Hebrew, the text in 81/4 point with 6 point notes, size of type page 71/4 by 123/8 inches beautifully composed and perfect in the presswork, a work above criticism, yet merely a compendium of laws ancient and modern! Truly the old wooden hand press in the hands of the early progressive and scholarly printers had its achievements no less marvelous than those of the expensive and intricate machines of our times.

#### NOTABLE EXHIBITION OF OLD PRINTS

The American Institute of Graphic Arts has scored another success through its exhibition of old prints at the National Arts Club. Timothy Cole was the guest of honor at a dinner preceding the opening of the exhibition, it being his sixtyninth birthday. John Clyde Oswald presided at the dinner, and speeches were made by Dr. Frederic Weitenkampf and William M. Ivins, Jr., as well as by Mr. Cole, who read a philosophic, humorous paper, soon to be published. He explained how wood engraving was a white line method in distinction to etching, and copper and steel plate engraving, which are black line methods. Dürer and the early wood engravers, at the expense of much effort, made the wood engravers cut on both sides of the black lines they drew on wood so as to print black lines as copper plate engravers did.

Wood engraving never reached its best until the close of the last century, when Bewick and the American engravers used white line entirely. Mr. Cole told how the engravers of large blocks for the illustrated papers were trained to cut only certain parts of the blocks. These men were known by different titles and engraved different textures. For instance, skies were engraved by "wood cutters"; coats and costumes were engraved by "tailors"; the flesh engravers were known as "wood butchers"; while houses, bridges and such were cut by plain "mechanics."

It was only when an artist engraver completed the whole wood cut that his art began to be recognized on a par with that of the painter or etcher. During this period when wood engraving was reaching its highest development, photomechanical rivals came along which gradually competed with the artist engraver and finally supplied the demand for speedier methods at less cost, and wood engraving became a neglected art. Mr. Cole is the last of the masters of the golden age of wood engraving.

#### PRINTER BREVITIES

Some shops are enough to give the waste barrel indigestion — rather an expensive gift!

An artistic job of printing abides in the memory like a golden sunset.

The cut rate, slat it through printer must be a firm believer in that old saying: "There's a sucker born every minute."—George W. Tuttle.

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The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

#### Uneven Color Is Apparent

A Wisconsin publisher writes as follows: "Under separate cover we are sending you several copies of our paper. You will note upon examining these papers that the presswork is far from satisfactory. The pressman says that he uses a fair grade of news ink and that the press is equipped with new rollers. What would you suggest for improving the appearance of our paper?"

Answer.-We find that unevenness of color is one of the errors which the pressman can correct. On one page the outside column carried the correct color, while the third column away was very light. Another fault appears to be due to the lack of sufficient impression. We believe that the tympan could carry at least three sheets more of print. Judging by the way the heading prints, we should say that the form rollers are not set correctly. These rollers, to ink properly and not cause a smudge where they leave or strike the edge of pages, should be set so that they rest lightly on the type and should press the iron vibrators firmly. Our opinion is that they do not. The quality of ink used appears adequate; the printing qualities of the material seem to be equal to the demands. The pressman with very little additional effort should produce a neatly printed paper, provided the rollers are not too hard. These are about all the suggestions we can offer without an examination of the press.

#### Making Advertising Slides for Local Moving Picture House

A country publisher asks how he could supply his local picture house with advertising slides which he can change

Answer.-The making of moving picture slides for advertising purposes is a line of work that can be done by a printer for local users without much labor or expense. There are several methods. You should secure from the local picture house one of the advertising slides to note its size and construction. Usually you will find that these are two pieces of glass bound together on edges by black gummed paper. However, there are other kinds not made of paper at all. The following are the various transparent mediums used to produce advertising slides: Glass, mica, gelatin, celluloid and transparent paper. As considerable heat is employed by some high power lamps, the use of gelatin, celluloid or thin transparent paper is obviously impossible. However, this is a point for you to determine. For trial, you may produce a photograph film that has been passed through a hypo bath to throw down the silver in the emulsion so that it is transparent. Cut to suitable size and pull an offset impression on a job press in gold size, and bronze both sides of the film. Enclose it between two cover glasses and bind edges with black gummed paper. Give it to your picture operator and have it thrown on the screen for trial to see how it stands up under the heat conditions that are present. If it will withstand several minutes' exposure without affecting the structure of the celluloid, you may feel safe in printing on the sheet celluloid. However, if the picture operator declines to use it owing to any risk he may fear, you may print on a clear sheet of mica. You do not need to fear the result in this case.

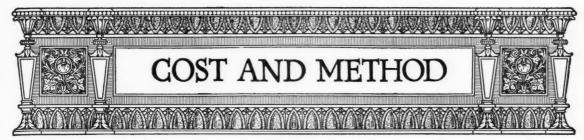
If you find difficulty in securing suitable pieces of mica or if you have trouble in printing on this material, you might be able to do satisfactory work by transfer to glass. This line of work is done by a double transfer and is not difficult. Proceed in this way: (1) Have form set up in a type that is legible and sharp, and without fine lines. (2) Have two good inking rollers and some good heavy black ink or gold size. (3) Roll up the form, using a moderate quantity of good black ink. Have bearers on each side of the form, close up. A couple of inverted electros will do. (4) After inking the form, remove bearers and replace by others that have not been inked. Take clean roller and pass over the inked type. This roller will receive the ink from the type. (5) Pass roller over the glass and the ink will transfer thereto. By using care the transfer will be square with the slides. If gold size is used, powder up with fine gold bronze. This kind of slide gives greater contrast to letters on the screen. However, by using a good black ink, uniformly good results are secured.

Some printers do not care to do this work by transfer as it involves considerable care and time, and instead of using glass they print directly on mica. This material gives good results and withstands the greatest heat. However, it is not an easy matter to secure perfect sheets of mica. The best results are obtained on glass where a smooth, hard roller is used in inking and in receiving the transfer. A good stiff job black ink is necessary. See articles on this subject in the Pressroom Department of the May, 1919, issue of The Inland Printer.

#### **Duotone Plates Printed Unsatisfactorily**

A printer submits several folders in which the solids did not appear satisfactory. The letter reads, in part, as follows: "Please criticize the enclosed folders from the presswork viewpoint and tell us what you think is the cause of the pressman's failure to secure a clean black print on top of the orange. The job was printed on a two revolution cylinder, five forms at a time. The pressman was unable to secure a good black print without flooding the cuts."

Answer.— It would be difficult for us to tell just why the pressman was unable to secure better color without carrying too.heavy a supply. Any of the following causes might in a general way give trouble such as you experienced: Too much color carried on tint form, unsuitable black ink, rollers not in best condition, insufficient make ready on black form. Where you have much halftone work such as this it would be economy to install a mechanical overlay system. The results you will obtain from mechanical overlays will satisfy you. In printing a two tone plate it will be easier for you if you print the black form first and follow with the orange tint. To do this satisfactorily, secure a transparent tint from your ink dealer. This neutral body may be tinted to the depth desired by adding solid color. Make the halftone for tint ready in black and wash up for tint afterwards.



BY BERNARD DANIELS

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

#### How Will the Shorter Week Affect Costs?

Ever since the good old days when we all worked ten or more hours, six days a week, there has been a constant discussion as to how the reduction of hours affects the cost of production. There have been some wonderful fairy stories about producing more in fewer hours because the point of ultimate fatigue was not passed; but when the shorter days came these faded away into the dream stuff of which they were made, only to be succeeded by similar claims for a still shorter working period, which it was said would keep the workers in such physical condition as would enable them to produce more per hour. That, too, proved to be a mere figment of the imagination when subjected to the cold analysis of the cost records.

These changes of working hours have kept accountants busy figuring out the effect upon the cost of production, and apparently without result, if we are to believe some of the wild theories we receive about the great increase in the cost of manufacture that will follow the further cutting down of the working time, or the infinitesimal difference which some others seem to think will result.

We do not desire to enter into a discussion of the wisdom of a shorter or a longer week or day, but we do want to call attention to the actual conditions so our readers may be prepared to judge understandingly what they want and are willing to pay for.

The average printing plant is now securing about sixty-seven per cent productive time in its composing room and about seventy per cent in the pressroom. These figures indicate the average proportion of salable hours to the total pay roll time. The reduction of four hours a week means the cutting out of one-twelfth of the pay roll time, but as the expenses are not reduced it really means the adding of one-eleventh to the cost of the pay roll hour.

This is not all. The actual number of hours per week that are sold out of the forty-eight now paid for is approximately sixty-seven per cent, or a trifle more than thirty-two hours (32.16). Reducing this by four (for all the hours cut out will come out of the productive hours) leaves only twenty-eight salable hours a week. That is, the production, if kept up to the present standard, will be twenty-eight hours, or sixty-four per cent of the new forty-four hour week. This will be equivalent to an increase of 14.25 per cent of the total cost of production, as the fixed expenses are not reduced and the pay roll is the same.

Or, take it the other way. If the forty-eight hour week is continued with a forty-four hour scale and four hours overtime at "time and a half" for the four hours, this would add six hours to the pay roll and increase it 13.6 per cent. And this would be the case not only in one department but in all, as all would demand and expect equal treatment.

This would leave the total of the other cost items the same as before the change and would result in an increased cost of

13.6 per cent which, with a legitimate profit, would have to be passed on to the buyer as seventeen per cent increase in price. Running a longer week with overtime would cost the buyer seventeen per cent more, while running a shorter week would increase the cost 17.8 per cent under the same conditions as to profit and productive average.

This is not so high as has been hysterically announced by some, but far from the immaterial difference which others claim is just a percentage of wages that are less than one-third of the whole cost, amounting to only four or five per cent of the total cost.

A reduction of time and a corresponding reduction of wages would still further increase the cost in proportion to the reduction of productive time from thirty-two to twenty-eight hours, or about 12.5 per cent, and this would increase the selling price 15.6 per cent.

Thus it is easy to see that the grand factor in the whole matter is production. If we could increase production in the same ratio that the hours are reduced or the pay roll increased it would not matter whether we worked an hour more or less each day, but under present conditions this is not possible, and therefore the cost factor is the most apparent one, and will be until we find the way to get maximum production from both workmen and machinery. There is no one hundred per cent production possible, but the average should be much higher than it is now.

#### "Prices Must Be Reduced"

The insistent cry of the buyer of printing is "Prices must be reduced." But how? On the other hand, the workers are demanding an increased share of the price, either through increased wages or shortened hours, either change being practically the same in result. The printing plant owner is thus between the devil and the deep sea, and his lines seem to have fallen into anything but pleasant places.

What is the solution? It can not come from any one of the three interested parties alone. The buyer may bluff about doing without printing, but he can not. The employer is not making a profit large enough to allow him to give the reduction demanded. The workers have felt the burden of increasing cost of living and are not willing to give up their present standard. How shall we come to a knowledge of the correct way to do justice to all? There is only one way to do it. There must be increased production and decreased waste of both time and labor in the printing plant, and the buyer of printing must economize in the use of printing by buying less in quantity but of a higher grade so that it will be more effective. It is probable that this will not satisfy the buyer, because the price of the individual unit of printing will not be reduced very much, if any, though its effectiveness will be greatly increased.

Just recently we went into a print shop where the machine composing room was forty feet away from the makeup depart-

ment, and the pressroom was served by an elevator at least sixty feet away from the imposing stones, while on the press floor the form racks were at the other end of the one hundred foot room. All the six point type faces were in one cabinet, the eight point in another, and so on, and it was practically impossible for a man to set an ordinary commercial job, such as a letterhead or a billhead, without walking fully a hundred feet before he could get it on the proof press and thence to the live rack. Then when the proofs came back, time was lost hunting for the type form and picking sorts with which to make necessary corrections.

This is just one instance. In another plant the forms were sent to the pressroom and before the foreman could go on with the presswork he was expected to look up the stock and the ink and see that they were on hand. Quite often the stock was not opened up or cut when he was ready to put the form on the press.

It is such things that keep up the cost of printing to a greater extent than is generally realized, and it is to the elimination of these profit consumers and cost inflaters that we must look for the reduction of price which the customer demands and the increase of wage which the workmen are insisting upon and still leave enough profit to make it possible for capital to earn its wages in the business.

This means that precision and plan shall take the place of guess and rule of thumb; the office must get the details right when the order is taken; the layout man must do his share promptly and correctly; the property man must bring all the material together at the right time; all cuts, etc., must be secured prior to giving out the copy; there must be full cases of type and a plentiful supply of material in the composing room so that the compositors will be able to work with the highest efficiency; distribution must be eliminated with its waste of thirty per cent of the time of the department; there must be new type and perfect plates for every job, in order to keep down the pressroom costs; there must be coöperation and correlation between departments; and, finally, having thus cut the cost to the minimum, there shall be added a fair profit.

It is only by such modern methods that the cost of printing can be reduced, and to accomplish this it will be necessary for every workman, every clerk, every salesman, to work to his highest efficiency, to do as much as possible by using his head to avoid waste of physical effort as well as waste of time.

This means that the printing business is now going through a transition which will either place it upon a much higher plane as a business and as a profession, or start it toward the unknown land of lost arts to which many other equally valuable crafts have gone.

#### The Typeless Composing Room

From one supersensitive soul among our readers comes the inquiry as to what is going to become of the compositor when we have a typeless composing room, as suggested by some misguided persons during the printers' "vacation" in New York several months ago.

Our correspondent may rest his mind in peace, for the so called typeless composing room will not come in his day. It is possible that some one may invent a process of lithography or engraving that will produce better printing than resulted from the recent effort, but it does not seem that it will be good enough to replace typework.

The demand for good printing has been growing rapidly of late, because the public is being educated to a realization of what good printing is and to the fact that poor printing does not pay. It is not a fad for a certain kind of work, nor a fashion, but cold hard business sense that is dictating the use of better printing because it pays, and for that reason the improvement in quality is sure to continue and to increase.

Those typeless theories and specimens were interesting, and some of them were exceedingly well done, considering the means for their production, but after all they were merely experiments and in most cases they violated the canons of good taste to which the public has been trained.

No! There is no more danger of a typeless composing room than there is of a pressless pressroom. They will come together when they arrive; but neither you nor I will live to

#### Standardizing Composition

Wait a minute! Don't say that it can't be done, until you hear just what we mean by standardization. There are entirely too many type faces, or perhaps we should say too many attempts to make new type faces by distorting the alphabet. Most of them are neither handsome nor readable, but we printers have acquired the habit of demanding something different from the typefounders. True, there has been a moderation in this multiplication of faces during the past few years, but there has not been a withdrawal of any of the grotesquely compressed and expanded styles that are supposed to be demanded by advertisers. This is the reason our composing rooms are burdened with hundreds of so called type faces that are used only because there are not enough of the really artistic faces to allow the compositors to set correctly composed jobs. The compositors go to the various cases containing the type face that they know to be the right one and which they would prefer to use, only to find them down to the boards, and they are compelled to use whatever else there is or pick sorts.

No, this is not overdrawn. There are thousands of just such plants boasting of the number of fonts of type they have in their composing rooms, while the fonts are so small that the setting of a job like copy means loss of money.

It is unnecessary and certainly unprofitable. More work and better work can be done with generous sorts of four or five series of type running from six point to thirty-six or forty-eight point than with ten times the number of small fonts of miscellaneous faces and sizes. An equipment of five series of type so selected would give from seventy to eighty fonts, which is enough to meet all demands and avoid sameness in the work. But it would do more than give a reasonable variety; it would enable the printer to establish his style of work, just as other craftsmen and artists establish theirs, and he would be able to build up a following of those who preferred his style and who could not be lured away by price arguments.

Such standardization of the composing room, coupled with a division of the work according to ability of the workers, would be a good investment and would render every man more efficient and artistic, as well as more contented.

Standardization does not mean a reduction to a set of cast iron rules, but to a carefully worked out interpretation of ideals by means of the smaller number of tools.

The coming demand for greater economy of production and reduced cost will render such standardization imperative. It will be not only extravagant but absolutely impossible, financially, to hold a large number of fonts of type, cases, cabinets and racks as storage, just because they might be called for to duplicate some other printer's work.

Modern efficiency will demand that buyers of printing be satisfied with the styles of the printer with whom they place the order or that they give the repeat order to the printer whose style does please them. This will have a beneficial effect in improving the character of the average commercial printing as well as in eliminating much of the so called competitive bidding, which is only shopping. It will result in reduction of cost, because the printer will have not only a lower composing room investment but a higher composing room efficiency.

#### **GETTING BUSINESS\***

BY R. T. PORTE



SK any printer what is hurting his business most and he will at once say something about people in his town sending their printing orders out of town, or printers coming from other places soliciting orders that should naturally go to him. "Keep printing at home," and "Patronize home printers" are very familiar pieces of ad-

vertising literature. The name of one firm of printers is uppermost in the minds of those printers in the United States who are not privileged to do business in Chiapolis, and that name is generally cussed, with what good reason we shall have to investigate.

John Randolph ran a printing office on Regent street, and the greater amount of his printing was for large concerns who submitted samples or copy, asked for prices, and gave the work to the printer who was lucky (?) enough to guess a lower price than the others bidding on the work. John secured enough orders to furnish work for six presses, a couple of compositors and a few girls in the bindery. He farmed out his machine composition, as well as the ruling and other things he was not equipped to do. By close figuring he managed to pay his bills and draw out of the business each week just a little more than did his head compositor, but he found that he had to do much work "at the case" and do his figuring nights in order to keep going. Extra equipment was ordered from time to time and paid for on the instalment plan.

Harry Parker was added to the force, and it was his duty to take the bids to the purchasing agents, go after the jobs to be figured on, and make himself generally useful. Harry had graduated from high school, and had called on John Randolph in looking for a job to help support his widowed mother.

Harry noted that several of the concerns used the same kind of form, and he suggested to Randolph that they specialize on that form, and go after other concerns and work up more business in that way. But he met with a cold reception from Randolph, and although he later brought in some business for the forms, he was put to work in the office and this cut down his opportunity to get more business.

By chance he wandered into the office of William Mawter, an accountant, with up to date ideas of standardization and efficiency. When Harry told him about the form, and solicited an order, Mawter began to draw him out as to his aims, the purpose of the form, and many other things.

Three days later Harry was called by telephone to Mawter's office, where he received a proposal that almost took his breath away.

A month later equipment consisting of a cylinder press, two job presses and some bindery machinery was installed in quarters on the fourth floor of a building occupied by small manufacturers. On the door was painted the name - soon to become famous to all printerdom and to business men as well - "Parker & Mawter, Systematizers." Harry was young and full of energy. Mawter was not a sleepy person either, and both started in to hustle. They visited personally every concern in Chiapolis that could possibly use the form, showed exactly how it could be used, and quoted prices on quantities of from one thousand to one hundred thousand, usually landing the order at the time without having to go back. Not only did they get the order, but when the goods were delivered they followed up the matter, helped to instruct the employees of the concern how to use the blanks, and also suggested new uses, going back again and again. The first year showed a good and increasing volume of business. Two salesmen, picked from concerns that had installed Parker & Mawter systems, were put on the road. These men were sold on the forms and were keen to go out and sell others. If Chiapolis was a good field, why not other cities? So these two men were sent to other cities, and the result in the way of more business was beyond their greatest hopes.

Town after town and city after city were added to the list, and soon not only a State wide but almost a nation wide field had been developed. And then the blow fell.

The question of second orders came up, and this time it was not a question of selling a system or a form, but just a plain printing job which any printer could do. From good prices for the first order, it was found necessary to make cuts on the second orders to hold the business, as printer after printer bid on the work, and naturally did everything possible to get the business.

Harry did not get the blues over this situation, but set about the task of increasing efficiency, cutting costs, making combination runs, and trying in every way possible to keep down prices and hold the business. Rival concerns started up when it was shown that much business could be obtained, and knowing no other way to get business, they immediately cut prices. Mawter did not like the looks of things and was somewhat worried. It looked as if a good thing was being killed

They did not realize they were about to achieve their greatest possible success.

To use the form properly a binder to hold the sheets had to be used, and a round hole punched in the sheets. In taking one of these out one day, Mawter accidentally tore the sheet in such a way that little slits were made from the holes to the end of the sheet. Mawter found that the slits made it easier to put the sheet back onto the posts without removing the top of the binder.

For a week he was in a brown study, and then he began to make visits to a machine shop on the same floor as their plant. This continued for three months and Harry began to get annoyed. Business was falling off and what they got was at lower prices. Then, in addition to other troubles, Mawter was spending more time gossiping with the machinist than in attending to business.

Just about the time an eruption was due, things took a sudden turn. Returning from a visit to a prospect one day, Harry found Mawter and the machinist in the office examining a queer looking book. Mawter said nothing about the order. He seemed to be waiting for Harry to say something, but as Harry had lost the order, which was a big one, he was too worried and preoccupied to notice what was going on. Finally Mawter called him over and started to explain what the book was, how it worked, and its possibilities.

"Notice that the leaves are loose," Mawter said, "and how they can be put on and taken off the post. See that slot in the sheet? Now look, the covers can be spread apart, the sheets put in and removed, and then the backs pressed together and locked. See this index here, a few or many sheets can be put between the indexes, and when the sheets are filled up they can be removed, leaving only live matter between the indexes."

Harry had the selling instinct. He at once forgot all about the lost order and gave a great shout! It was the greatest thing he had ever seen, and at once its possibilities were opened up. He wanted to go right out and sell them.

But Mawter and the machinist restrained him and explained that the sheet and binder must be patented and a plant equipped to make the binders. The machinist said he would get the machinery and make the binders for them. The boys were to look after the patents, get out the sheets, and do the selling.

<sup>\*</sup>Note.—This is the fifth of a series of twelve stories of the printers of Chiapolis. Copyrighted, 1921, by R. T. Porte.

Six months later Harry and the salesmen of Parker & Mawter had a new story to tell. While printers were bidding against each other for the printing of the old forms, orders were pouring in for the new binder and for the sheets and indexes. They had already built up a reputation for systems, and their sales force, by pushing the new system, brought in orders enough to keep the plant running to its capacity.

The old story was repeated, and soon competitors sprang up. Other binders were put on the mar-

ket and despite suits for infringements, competition kept creeping up.

This time both Harry and Mawter knew that the only way to get profitable business was to develop new ideas, and keep their salesmen continually on the road. They developed a system of sending new forms to their salesmen, with instructions as to how to explain the new forms and their improvements over the old ones, and urging the men to become really systematizers instead of merely sellers of forms.

John Randolph still runs the printing office on Regent street, still makes bids on printing and still sets some of the type. Once in a while, Harry Parker visits him and thanks him for starting him in business the right way, but Randolph does not quite understand how it all happened.

Now, the question is, has the firm of Parker & Mawter done harm to other printers by going after business outside of Chiapolis, and did Randolph do Harry a favor? Make your own answer.

## PRESIDENT HARDING TO OPEN GRAPHIC ARTS EXPOSITION

The fact that President Harding has consented to open the Graphic Arts Exposition at Chicago on July 23 is a sufficient guaranty of the importance and scope of the exposition. It will beyond doubt be the greatest exhibition ever held by the printing and allied trades.

The Graphic Arts Exposition is being conducted by the Chicago Club of Printing House Craftsmen in connection with the second annual convention of the International Association of Printing House Craftsmen, to be held in the Coliseum at Chicago. The convention begins on Monday, July 25, but the Graphic Arts Exposition will be opened on the preceding Saturday.

Printing executives from all parts of the United States and from Canada and other foreign countries are planning to arrange their vacations so as to take in the convention. A week spent at the convention will be both pleasant and profitable, and many visitors will probably remain the following week to see Chicago's "Pageant of Progress."

All that is new and essential in the graphic arts will be shown at the exposition. The latest models of machines for all branches of the printing and allied trades will be on exhibition, including composing machines, printing presses, offset presses, automatic feeders and many other machines and accessories designed to promote efficiency in the printing shop.

One of the many interesting exhibits will be that of the American Type Founders Company. This company has taken over the entire annex of the Coliseum and will install there a complete working model of an up to date printing establishment. The purpose of this exhibit is to demonstrate how real efficiency can be obtained in all departments of the printing plant.

All business sessions of the convention will be held in the morning, leaving the afternoons free for practical demonstrations, lectures, etc.

Not the least profitable part of the convention will be the addresses by men who are recognized as authorities in their own branches of the graphic arts. Offset printing, photoengraving, the Standard cost system, employment problems and the importance of craftsmen's organizations are among



Board of Governors, International Association of Printing House Craftsmen

Back row: John J. Deviny, treasurer, Washington; L. M. Augustine, secretary, Baltimore. Front row:
John Kyle, first vice president, Chicago; Perry R. Long, president, Philadelphia;
William R. Goodheart, second vice president, Chicago.

the subjects to be dealt with. Among the prominent speakers will be Henry L. Bullen, of the American Type Founders Company; Stephen H. Horgan, the "Dean of Photoengravers," J. Horace McFarland, of Harrisburg, Pennsylvania, and many others of national reputation.

Lady visitors to the convention will be well cared for by the Ladies' Auxiliary Committee, which has planned an enjoyable program of auto rides, luncheons and a theater party. A boat trip on the lake has been planned for the entire crowd on one evening.

A twenty-five per cent reduction on railroad fares in connection with the exposition has been granted by the main railroad companies. All who are planning to attend may have the benefit of this reduction by communicating with the officers of the nearest craftsmen's club.

The Chicago Club of Printing House Craftsmen is conducting the Graphic Arts Exposition, and will be ready with the glad hand to meet the members and guests of all craftsmen's associations attending the convention.

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#### VOICES OF THE PRINTING OFFICE

BY GEORGE W. TUTTLE

"I always go clear through a job," as the groaning type said to the slatter printer.

"You will find me very indigestible," as the printer's pi said-to the careless compositor.

"The proof of the paper is in the reading," as the indignant columns said to the hop, skip and jump proofreader.

"I take no note of time save by its loss," as the office boy said to the cat.

"You can't keep me alive on printing office dates," as the disappointed patron said to the Monday morning promiser and Saturday night deliverer.

"I always obey to the letter," as the type said to the compositor.

"I cannot see why your mistakes should always be laid on me," as the imposing stone said to the composing stick. The two magical words of the office: "Good job!"



BY F. HORACE TEALL

Ouestions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

#### Uses of Suite and Suit

H. L. N., Long Beach, California, asks: "Is it better to say 'suite of furniture' or 'suit of furniture'? Personally I prefer 'set,' but I am not permitted to use it. Please tell which you would use and why."

Answer.—The two words questioned are, in origin, merely two ways of spelling the same word. Our distinction of the two forms as two different words is merely a conventional separation into convenient differences of application, not even vet universally acknowledged. A suit of things is generally a group of small items, as a suit of cards, a suit of clothes, and a suite is of larger units, as a suite of furniture, a suite of rooms or apartments, a suite of attendant persons. Suit and suite both mean set, but many sets of things are always called sets, and many others are always spoken of by one of the other names. According to the commonest conventional use, we are less likely to be criticized for saying suite of furniture than for suit, though suit is also used, so I think suite is better. If our correspondent means that as a proofreader he wished to change either suite or suit to set, as I suppose he does, I can say nothing else than that he was wrong. Such expressions are properly subject to personal decision, and the writer is the one to decide. A proofreader should not attempt to change language that is not evidently wrong, and in many cases what he considers evidently wrong is really proper. I do not think I ever heard or saw any mention of a set of furniture.

#### English in Newspapers

The Fourth Estate, a weekly published in New York, said last August: "It would no doubt astonish the intelligent to know how many people in New York city, who know English, use, as a matter of careless habit, a conglomerate of slang and slum idiom instead of unadulterated English. . . . A press that has the habit of using slovenly English feeds and fattens illiteracy. Another loose habit of the press is the improper use of words or terms. For the most part these misuses are affectations. Pure English is simple. Like charity, it is not puffed up. The best teachers, if they will instruct according to their knowledge, are editors."

It is nothing new for us to be told that newspapers use much slovenly English. In fact, we are told by A. S. Hill, in his book "Our English," that Anthony Trollope said in 1862 "not a single newspaper in the United States is worthy of praise," and "the very writing is below mediocrity." As Professor Hill says, this grossly overstates the facts, yet it is now true, as it was then, that most newspapers are not so carefully written as they should be. It is not the purpose here to attempt any hint at explicit correction, but simply to indorse the assertion that editors could do much by way of general improvement, especially in a way that would hardly suggest itself to them. Newspapers have to print much matter so hastily that errors of all sorts are inevitable. But a great deal so rushed through could be bettered by an increase of careful oversight by editors, probably necessitating increase of

pense. Our suggestion is that the proofreaders be called in as aids by specific authorization to make all really needed corrections, restricting the common demand for following copy to preventing unnecessary changes. Proofreaders could do much good that is now excluded by the "follow copy" plan. To get the best result, of course the editors would have to do careful preparatory work, and proofreaders would have to be much more carefully selected than they are. Newspapers can not be made perfect in any respect as to language, but editors alone can do comparatively little of the real work of improvement that might be accomplished by coöperation of editors and proofreaders. This is not possible if the proofreader is expected simply to follow copy literally, for copy is often as much in need of correction as proofs are.

#### **Proofreaders Are Not Editors**

Theodore L. De Vinne, in "Correct Composition," said: "The reader should not forget that it is his first duty to correct, not to edit." He did not explain clearly the difference between correcting and editing, and I do not think any one can make an absolute distinction. Much real editing is correcting. Hardly any two persons would agree upon an exact dividing line. The nearest I can come to it is to say that the reader's first duty is to correct the printer's errors, as well as accidental misspellings and other plainly accidental errors in copy. In fact, errors that are such beyond question are printer's errors even when they follow copy, and should be corrected in composition. To make it clear what is meant by this, I will cite an instance of actual occurrence, such as I have often seen. In a large and well-reputed printing establishment an operator set the word "oftimes" because it was so written, and the proofreader did not correct it, but queried whether it should not be made "ofttimes." The strictest general order to "follow copy" does not justify such work.

Mr. De Vinne said also: "There are fastidious authors who insist upon the strictest adherence to their imperfect copy, and refuse to consider queries made in their own interest. To query or correct is to offend these authors; to leave a possible error unqueried or uncorrected is to invite plain censure for neglect or ignorance. There are other authors who ask, as a matter of right, that the proofreader verify proper names. dates, and all unusual words, and that he maintain consistency of statement as well as of style. Some go so far as to ask for the verification of all quotations from standard text-books. They hold that it is the duty of the proofreader to correct all errors."

It is the proofreader's duty to correct all errors save those which he can not be sure of, for he must never forget that other people think some things right which he thinks wrong. One who changes the language of copy in any way is editing it, and the proofreader is not an editor, unless, as is exceptionally the case, he is especially authorized. The authors who expect the verification of names, dates, and quotations by printers' proofreaders are not wise. They seldom get what they expect, and are not entitled to it without paying for it.

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Such work demands time, which the printer can not afford to give away. Book printers should have a distinct understanding with every customer about proofreading, with agreement for extra pay for extra work. Very many of their proofreaders are well qualified to do such editorial work, but it is not an essential part of their work as proofreaders. On the contrary, their work is properly only inspection of the composition with intention of securing accurate reproduction. Copy should be made correct as carefully as the work in type, so that the print may be made a perfect reproduction except for correction of accidental errors.

#### CURIOS FOUND IN THE DICTIONARY

BY F. HORACE TEALL



E know that few people read a dictionary consecutively, but we have trustworthy assurance that such reading has been found absorbingly interesting by some people, and one who chose it as his favorite reading tells us: "Could I have persuaded those who all but ridiculed my course of reading to procure a good dictionary and make a start,

their interest, I am sure, would have been held to the end, greatly to their profit; for some of them were writers, literally dealers in words, whose stock in trade would have been greatly augmented and enriched by study of the dictionary."

A man who would have indorsed this opinion was F. Sturges Allen, general editor of Webster's New International Dictionary, to whom was awarded the gold medal for editorial superiority by the Panama-Pacific Exposition in San Francisco. He was lamed when very young so that he always used crutches, yet he was very active and energetic. An interviewer reported him as saying that in his youth one winter, being unable to go out much, he spent practically all his time reading the dictionary. "I can't say," said he, "that I read it all from cover to cover, but I came pretty near it." Undoubtedly that "dictionary debauch," as he called it, was the chief source of his special preparation. Similar careful dictionary-reading has been attributed to Robert Louis Stevenson, Emerson, Daniel Webster, Macaulay, and many other scholars

Among the many points of interesting and curious information noted in the dictionary are some records of development in the sense of words that would hardly be thought possible without positive evidence, and scarcely a page can be read without disclosing some word in good present use which is new to us; some application of a word that we have not known; some use of a word that we have supposed to be dead but is not, or some lucid explanation of words and their uses that clears satisfactorily a matter of doubt. It is exemplification of such matters of interest at which we aim, but not more than enough to arouse curiosity to the point of research

Few persons would hesitate to aver that brave has only one meaning, and that bravery is similarly restricted; but the words can not have such sense in speaking of brave clothes, a brave day, brave punishment, bravery of dress, and many other ways in which these words were formerly much used and are still occasionally used. Brave once meant showy or gaudy, also superior, excellent, or fine, and it is still usable in almost any of these senses, although not much so used actually. Brave is shown to be of widely variable application by differing treatment in the various dictionaries, and bravery has the same variety. These words, however, have practically no present currency except in their familiar sense of dauntless action.

We hear of buxom persons, nearly always women, and rarely if ever realize just what is meant; but when we look

up the word in the dictionary we see at a glance that it means something utterly apart from the original sense, and we are at a loss to tell how the present sense arose. Buxom was first used to mean flexible or pliant, then compliant, obedient, obliging, meek, courteous, etc. How does such a word acquire any sense of healthful plumpness or vigor? I quote from a book, "Word and Phrase," by Joseph Fitzgerald: "Whatever was written in the old times was written by the men, and buxom, under their pen, assumed the character of a feminine adjective - one expressive of distinctively womanly virtues. the chiefest of which was of course that of complaisance toward her lord - but even that meaning was in time lost, and the epithet came to signify plumpness, freshness of complexion, and abundant, ebullient animal spirits," probably because such qualities were among the most pleasing, but the exact reason is nowhere stated.

Prominent among the many curious facts of word development, as they impress me in reading the dictionary, is the variety of vocables that come from sources with which their present use seems to have no connection, and the seemingly unrelated senses of some of these words. Attention is aroused by the fact that a cab is so called as short for cabriolet, which is like capriole, so named after the Latin for goat, and these remind us of caper, caprice, and capricious, all said to be from the same Latin word, though none of them now gives us any notion of a goat. These give a hint only of a process always active in producing words, as examples of which we would refer readers to the many terms we derive from Latin caput, head, as capital, captain, chapter, chief, capillary, capitulate, and the many others that are traced to the same origin by the etymologists.

Caitiff is said to be "one of those curious words which everybody knows, but nobody uses," but of course it is usable. A curious fact about it is that many do not know that it originally meant captive, and the sense of base and cowardly was merely an outgrowth from the mean and low condition of captivity.

In old Rome one who was presented for choice to hold office, as by suffrage, was dressed in white, and called candidatus for that reason (the word meant originally simply "a person dressed in white"). The word was but another form of that which meant white or clear and which gave us our candid. When we first sought a word for an office-seeker we naturally took into our use this old word as candidate, though we may doubt whether it ever included any notion of candor, either as literal whiteness or as candid quality. Herein is a notable exemplification of what is meant by the many writers who tell us that "language is fossil poetry," since it shows that the word candidate, in establishing for itself its one special application, included within its narrow limits much matter that would unfold into poetry.

#### I BELIEVE

I believe in the stuff I am handing out, in the firm I am working for, and in my ability to get results.

I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job.

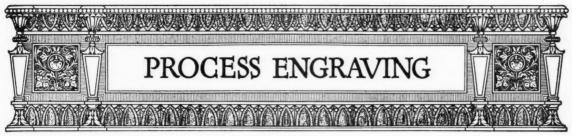
I believe that a man gets what he honestly goes after, that one deed done today is worth two deeds tomorrow, and that no man is "down and out" until he has lost faith in himself.

I believe in today and the work I am doing; in tomorrow and the work I hope to do, and the sure reward that the future holds.

I believe in courtesy, kindness, in generosity, in good cheer, in friendship and in honest competition.

I believe there is something doing somewhere, for every man ready to do it.

I believe I'm ready - right now. - Elbert Hubbard.



RY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department.

Replies can not be made by mail.

#### Removing Scratches From Copper Plates

A. H. Schmidtmann, Benton Harbor, Michigan, asks: "What would you consider the best method of removing marks or scratches from copper plates, before flowing on wax preparatory to wax engraving? What would you advise using to prevent copper from uniting with copper back while in bath?"

Answer.—The best way to remove scratches from copper is to polish off the plate in one direction with willow charcoal, or burnish out the scratches as a copperplate engraver does. To prevent copper from uniting with copper in the depositing tank, blacklead the face of the wax engraving and coat the back with either wax or shellac varnish.

#### Photolithography Direct on Stone

"Lithographer," New York city, wants to know about the Assyrian asphalt method of sensitizing lithographic stones, also the names of the latest books on photolithography direct on stone.

Answer.—There are no books on this subject. Those who are successful at this work will not tell how they do it. You will find the Assyrian asphalt method described on page 165 of "Horgan's Halftone and Photomechanical Processes." If one will study the description of the methods on pages 75 to 79 in the same book, substituting the word "stone" for the word "zinc," he will learn how to sensitize lithographic stones. The photoengraver melts the resin powder dusted on the litho ink lines by moving the zinc plate over a gas stove. The lithographer melts the resin powder on the stone by applying heat from a gas burner held in the hand and supplied with gas through a rubber hose. This heat is moved over the stone until all of the powder is incorporated with the litho transfer ink. These are the principal differences in practice between the engraver and the lithographer.

#### "Prismatone"

Several correspondents ask for information about "Prismatone," the new process of color printing which attracted so much attention at the recent printing show in New York city.

\*\*Answer.\*\*—" Prismatone" is Charles W. Saalburg's develop-

Prismatone is Charles W. Saahoung's development of rotogravure in four printings. In The Inland Printer for December, 1908, will be found an account of Mr. Saalburg's accomplishment at that time in printing rotogravure in four colors, and that issue of our journal also contains an excellent exhibit of his work. The difference between Mr. Saalburg's four color rotogravure then and now is in his method of separating the colors. In 1908 he did it by photography, as is done by four color relief blockmakers. In "Prismatone" he makes only the black or key plate by photography, and a screen, as in ordinary rotogravure, while the rolls from which the colors are printed are engraved by a grain process, the colors being selected by the artist's judgment. The colors in "Prismatone" were selected by Mr. Saalburg himself, and he is a master at color separation. In the near future there will

be competition between four color rotogravure, in which the color printing rolls are produced by photography, and "Prismatone," where the three rolls for printing the colors are made by hand, and the prediction made here is that the four color photo separation method will win, although it will always require assistance from the hand of a color artist.

#### **Etching Electrotypes**

George R. Engler, Fremont, Ohio, writes: "We have a number of electrotypes for printing solids on cartoons, and we wish to etch serial numbers on them. We have tried coating the surface of these plates with paraffin and with a sharp tool scratching the number in the paraffin and then filling these scratches with nitric acid. This has not been satisfactory, as this acid does not eat into the copper plating deep enough to make a clear print. We should like to know a satisfactory method of doing this work."

Answer. —Use chlorid of iron instead of nitric acid for etching the copper electrotype shell. Put the iron chlorid on the etched copper with a water color quill brush. As soon as it has exhausted its strength in etching you should soak the solution up with a piece of blotter, adding more until the shell is etched through. You can not etch the lead backing of the electrotype.

#### Sensitizing Large Sheets of Thin Zinc

"Photoengraver," Akron, Ohio, wants to know how lithographers sensitize sheets of thin zinc 4 by 5 feet and print on them.

Answer.—The lithographer does just as the engraver does. He fastens the thin zinc on a turntable by clamps at the corners and edges. The sensitizing solution is poured in the center and the table gently whirled until the whole surface of the zinc is covered. Then it is whirled until dry. An electrically heated iron bar is laid across the table so as not to touch the surface of the sensitized zinc, and this hastens the drying. The principle is the same as that of photoengraving except that the lithographer dries the zinc plate face up, while the engraver dries it face down. The pneumatic printing frame can be made to take any sized zinc sheet, all that is required being a plate glass that is large enough, a rubber blanket and an air pump. The glass is framed and then mounted on trunnions so that it can be turned vertically to the light.

#### Acid Action on Zinc and Aluminum

"Experimenter," New York city, asks: "What is the action of chromic and bichromate acids on zinc and aluminum plates? What is the action of phosphoric acid on zinc and aluminum plates? What advantages has the use of the first over the last?"

Answer.—Assuming that these questions refer to the action of these acids on zinc and aluminum plates in planographic printing, it might be said that the action of all of these acids on these metals is that of corrosion. It should be here

mentioned that chromic acid, or the bichromates either, should not be used for this purpose, on account of the danger of bringing out running sores on any workman who has the slightest trace of syphilis in his blood. Some men have been ruined for life on account of the damage done to their hands by the chromates. Phosphoric, oxalic or nitric acids should be used in place of chromic acid. To print from these metals planographically none of these acids are of any value without gum arabic in solution with them. Zinc is more easily corroded by acids than aluminum is. Both metals are corroded by strong alkalis, aluminum being more susceptible to alkali action than zinc.

#### The Book of Many Shades

The Eclipse Electrotyping & Engraving Company, of Cleveland, sends a booklet with the above title, the purpose of which is to suggest to users of engraving the advantages of the Ben Day method of getting tints and textures in engravings. The idea is a good one, for this method of laying tints is not taken advantage of as it should be. An advertising circular giving most valuable advice on the subject is quoted in this booklet as follows: "Strong virile designs from the brain and hand of able artists who know the possibilities of 'Ben Day' tints, color blocks, silhouettes, masses and spots would be sure to impress, etc." The illustrations in the booklet prove this quotation, as some of those where tints are used in combination with pen and ink drawings and printed in black are exceedingly effective, while the color plates show it is true that "the brain and hand of able artists" are required, and it might be added that the artists must have special training to handle Ben Day properly. It is like giving a pen and ink artist, with special talent at pen handling, a box of paints; most often he will make a failure in using color. It should be said that William Henry Baker, who arranged this booklet, had a most difficult task to exhibit Ben Day color plates in a booklet only 41/2 by 61/4 inches in size.

#### Steel Engraving Invented in United States

A newspaper paragraph going the rounds says that Perkins and Heath made the first steel engravings in London in 1819.

It might be well to get that bit of history straight. Jacob Perkins, the inventor of steel engraving, was born in Newburyport, Massachusetts, in 1776. He was apprenticed to a goldsmith and developed such skill that his native State engaged him, at the age of about 21, to cut the dies for copper coinage. He invented the method of engraving in a soft steel plate, hardening this steel plate, taking an impression from the hardened original steel plate on a soft steel roll, hardening this roll and from it taking as many duplicate steel plates as required by indenting soft flat steel plates with the raised lines on the hardened steel roll. Perkins' invention is used in bank note and postage stamp making everywhere. In 1814 Perkins became associated with Murray, Draper & Fairman as bank note engravers in Philadelphia. In 1818 the directors of the Bank of England invited inventors to devise some method of printing a bank note that would not be counterfeited, as forgeries were common in that day. Perkins went to England and engraved a bank note with lathe work in it. Unfortunately for his success, a London wood engraver succeeded, after many trials, in making a wood cut copy of Perkins' lathe work, so that Perkins' style of bank note engraving was rejected. His invention was accepted by the Bank of Ireland, however, so he went into partnership with the engraver Heath in London, and died in that city in 1849.

#### Dye Sensitizers for Photoengravers

The Steen-Bleyer Chemical Company, 220 West Forty-second street, New York city, announces that it now makes pinacyanol and other dye sensitizers for photography, so that we are not dependent upon Europe for those rare chemicals.

#### MILWAUKEE CRAFTSMEN ORGANIZE

A new record in the craftsmen's movement was established in the organization of the Milwaukee Club of Printing House Craftsmen on April 25. Seventy-five craftsmen attended, there being a large delegation from Chicago, including W. R. Goodheart, president of the Chicago club; John Kyle, first vice president of the international association, and E. J. McCarthy, international organizer.

The Milwaukee club had applications signed for forty members on the night of the organization meeting. Since then the roll has been augmented very rapidly, and the prospects are that over one hundred members will be enrolled by June 1.

Officers of the Milwaukee club are: President, E. George Myers; vice president, R. E. Nuzum; secretary, Walter W. Hoffmeister; treasurer, Edward Heimaker.

The thought of organizing a Milwaukee club of printing house craftsmen was suggested by E. J. McCarthy to George Myers, manager of the Trade Press Publishing Company's typesetting division. When Mr. Myers definitely decided to get busy, he arranged the date for the organization meeting, which was exactly one week from the time the initial gun was fired to organize the club. It is unusual that so large a club should be organized within a week with forty bona fide members on the rolls.

The program at the opening meeting was permeated with enthusiasm. Talks were given by E. J. McCarthy, John Kyle and W. R. Goodheart. Mr. Kyle, after the formal institutional talk, turned the gavel over to Mr. Myers, the newly elected president, who told those gathered what the Milwaukee club expects to accomplish, and gave an inkling of the educational program.

The Milwaukee club will be a big factor in the forward movement of craftsmen in the United States, and has promise of doing big things for the graphic arts industry in Milwaukee and throughout Wisconsin.

#### CENTRAL ENGRAVING COMPANY IS HOST TO DES MOINES CRAFTSMEN

The fact that the members of the Des Moines Club of Printing House Craftsmen are becoming widely recognized among the printing fraternity of the city as leaders in educational activities of the trade was demonstrated by the large number of craftsmen and their guests present at the meeting held May 5. Through the courtesy of the Central Engraving Company the entire working force of that organization was kept on duty until 6 p. m. so that each member and guest as he arrived might observe the practical processes of engraving in their entirety. Much interest was displayed in the relation of photographic processes as applied to engraving, and particularly as observed in the use of the screen and "flash" to intensify the shades and high lights. The chemical processes of developing the prints and increasing the opaqueness of the black and the transparency of the white areas of the plates were watched with interest. The various etching processes and the work of mounting and finishing the engravings were shown right up to the time of delivery to the customer.

A center of attraction was the new electric etching machine which the Central engraving concern has been using for several months with phenomenal results. The etching process itself was thoroughly explained by the workman in charge and plates were actually etched while the visitors watched.

Dinner was followed by an instructive talk by Craftsman Al B. Ogden, covering subjects related to the manufacture and printing of the individual dots of which a halftone etching is composed. Those present entered heartily into the discussions and many points were brought out and explained. The Des Moines Craftsman, the local club's paper, made its first appearance.

# The LAYOUT



A SERIES OF ROUGH CRAYON SKETCHES TOGETHER WITH THE COMPLETED WORK

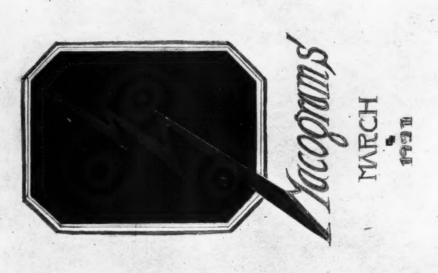
 $\mathbf{B}_{\mathbf{y}}$ 

W. E. HEGLE

MacGregor Cutler Printing Company and Carnegie Institute of Technology

**PITTSBURGH** 

1921
The INLAND PRINTER
CHICAGO





The black panel in the layout at left was cut from black show card stock and glued to cover. The streak of lightning was likewise cut from red card stock and glued over black panel and cover where it overlaps. An ingenious idea that can be used in absence of paints in making layouts.

The black panel in the layout at left was cut from black show card stock and glued to cover. The steak of ilguming was the machine card stock and glued over black panel and cover where it overlaps. An ingenious idea that can be used in absence of paints in making layouts.



Chamber of Commerce

or

Pittsburgh

MARCH - 19 - 1921

William Penn

Hotel

Here a change in type face from roman to italic was made after dummy was completed, the change being made in all probability because the dummy suggested improvement was possible. This is still another advantage of the preliminary layout.



## SELVICE THEA

As interpreted by The Alling & Cory Company at Pittsburgh, Pennsylvania, through their Advertising and Service Department which is planned to assist and co-operate with the Printer in the production of better and more profitable Advertising Literature.



The Alling & Cory Co. PITTSBURGH

The layout at left was made with brown and red crayons on brown cover stock suggested for the job yet it gave a very good idea as to what the completed job would look like, as we can now see since it is completed, as shown at right.





We suspect the layout at the left sold the job at the right, for the latter is a plain folder, whereas the layout was double folded and on better quality of stock. If the printer can thus give a customer an idea as to how the finished piece will look the chances of a sale are greatly increased.



You are judged by the letterhead you keep on sending.

Whether you do business in a Bank or a Basement the question is the same: How to keep your letters from swelling the ranks of the great unread—how to make the strongest possible personal appeal to the Man-whopresides-at-the-wastebasket.

Character, the thing that keeps you out of Jail, is the only thing that will keep your letter out of the Junk Receptacle.

Let us stamp the character of your business on your letterhead.

No, not Noise—that isn't a compelling quality. One of Seeman's Letterheads can talk louder than you and a Megaphone—and not be near so tiresome.

Your letterhead must tell a gripping story. At a glance of the eye--in a flash of the brain--it must shoot a wireless message into Cabbagehead or King.

Please send us an order--Today.

The North Carolina Master Printers As For the Betterment of the Printing Industry in North Caro

W. B. Seeman, Sec'y. Trees. Darben, N. C.

# Seeman Service

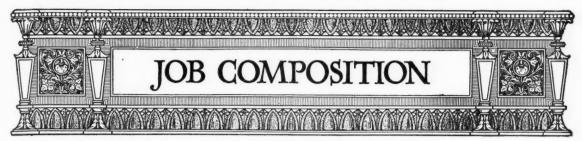
Letterhead proof sent you within a day after order is received. The finished product (except halftone work) is ordinarily delivered to carrier the day after you return OK proof. All letterheads carefulby printed and neady packed 500 to the box.

## Our Creed:

We believe in giving the highest possible Quality, the quickest possible Service; the customer his money's worth to the limit.

Kindly file PRINTING districted are now you will ose me under me and the property of the prope

Spread of jacket folder with flaps on right hand page for holding samples of letterheads, designed for convenience in filing. The page size of the original is 8½ by 11½ inches. Produced and used by The Seeman Printery, Durham, North Carolina.



BY J. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

#### MASTER TYPOGRAPHERS OF TODAY. V.—HAYWOOD H. HUNT

OME of the most beautiful specimens of typography seen in The Inland Printer during recent years have come from the Pacific coast. There is a genuine cluster of typographic stars out there, so many in fact that we could find one of sufficient brilliancy to be deserving of this

honor each month throughout a year. We would find most of them at the Golden Gate, too. In the opinion of this writer, Cleveland, Ohio, and San Francisco produce the highest average of fine printing, Cleveland getting the honors for fine catalogue work and 'Frisco for de luxe small work.

Readers of THE INLAND Printer have not seen as much of the work of Haywood H. Hunt as its quality justifies, because, and only because, it is often of such a nature as to make satisfactory reproduction somewhat uncertain. We have wished often to reproduce a certain handsome specimen, but in justice to Mr. Hunt and with respect for the foibles of the camera of the photoengraver we have denied ourselves that satisfaction and our readers that pleasure and education. Yes, the examination of Mr. Hunt's typography is decidedly educational, not alone because of its consistency with fundamentals but because of the new ideas he is wont to spring upon us quite frequently.

Haywood H. Hunt is one of the recognized leaders in the art of typography in America today.

The story of Mr. Hunt's life and experience is one of love for and devotion to his art. In answer to our letter requesting facts concerning him, Hunt has written a most interesting article right in his letter. So full of help and encouragement, so interesting, and so ably written, it would be a loss to our readers if we should attempt to edit it. Consequently you are going to find this article for the most part filled with quotations; Mr. Hunt is going to talk directly to you. Doubtless you will find in his experiences many that parallel your own. These will bring back fond memories of days that are past. You will get some good pointers also, for Mr. Hunt is not only a most capable designer of type display but a man of

broad knowledge and sound

judgment.

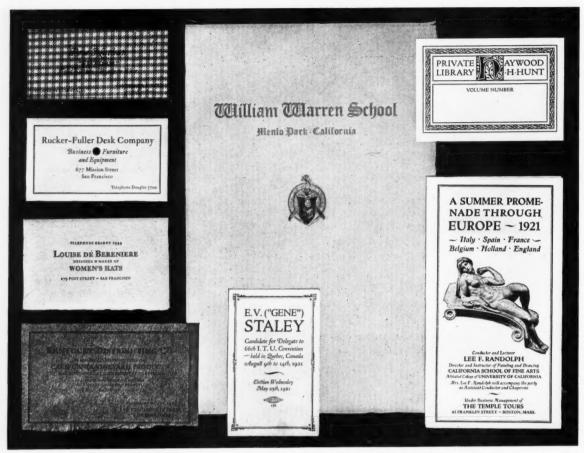
"According to the most reliable information available," writes Mr. Hunt, "I was born in Durham, North Carolina, a trifle more than thirty-three years ago. [In a postscript we find: "The defendant is unmarried, but not opposed to the institution, and wears No. 8 shoes - a legacy of army life — and a No. 7 hat."] My birthday falls on the seventeenth day of March, and on that account, even though I can not claim more than one-fourth Irish blood (balance being English), I should be accorded the privilege of parading with the Ancient Order of Hibernians. [Granted!]
"To the best of my

recollection my entry into the printing business was influenced to a considerable extent by THE INLAND PRINTER. The boy with whom I chummed worked in a bookstore after school. There he fell upon some old copies of the aforementioned publication, one of which commented upon

Tim Thrift (Advertising Manager for the American Multigraph Company), then an amateur journalist publishing *The Lucky Dog.* This fired our ambition to become editors and publish a school paper. We were about to buy a mimeograph when some one steered us upon a Baltimorean Lever Press (6 by 9 inch chase) with eight or ten card fonts of type. This was installed in my room at home, awaiting the opportunity to purchase some body type to set the proposed magazine. The first issue of *The Southern Amateur*, our paper, was printed on that old



Haywood H. Hunt



A group of Hunt's masterpieces. The card in the upper left hand corner is, in original form, decidedly striking. Check pattern suggesting men's suiting was printed in a rich yellow, type and "bled" border in deep brown. The Rucker-Fuller card was in black and red orange, the latter appearing only in circle under the monogram. The Kentucky Distributing Company card was printed in black on orange rough hand made cover stock. The type on the cover in the center was printed in light blue, slightly stronger than the color of the stock, and embossed, while the ornament was printed in gold and embossed. The Staley card was in light olive and orange (name only) on buff laid antique stock. In original form it is decidedly "classy."

hand lever press from linotype slugs. I have no copies of the first issue but am sending you several of the later numbers. (The cover of one of these numbers, July 1904, is shown on page 355). We finally sold the press to a Kentucky amateur.

"Being thoroughly saturated with the journalistic ambition, I got a job in the mailing room of the morning paper of the town (Greensboro, North Carolina), known as the Telegram. The job required that I get to the office at 3:30 a. m. and work until 7:00, when I would go home for breakfast and then to school. After school I would go back to the Telegram office, where I was accorded the privilege of melting the linotype metal and playing with type.

"At one time the paper had operated a job printing department, and the press — an 8 by 12 Gordon — was standing unused. Of course such a thing as a motor was unheard of then, and only a few of the larger places were fortunate enough to be classed as 'steam printers.' However, I managed to turn out quite a few card orders for kids at school, and in that way supple-

mented the 75 cents or \$1 a week I received for mailing and melting metal. An uncle or two of mine were also very considerate, permitting me to 'spoil' their letterheads and statements.

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"When vacation came I had an offer of \$1.50 per week in the job office of E. L. Tate, where I joyfully kicked a press and set type on a weekly publication ten hours a day for three weeks. My father, a windmill and well contractor, soon decided I was not getting enough money and took me away from my chosen business and tried to teach me something about his business. But, somehow, the poison

## BULLOCK & JONES COMPANY POST and KEARNY STREETS ~ SAN FRANCISCO

## A New Departure~ PAJAMA WEEK

This Week - February 14th to 19th, 1921

To conform to the spirit of the times we are offering our entire stock of super-quality Pajamas at

Extreme Reductions

\$3.50 \$5.00 \$7.50 \$10.00 \$12.00 Silks Silk and Linens Silk and Cottons etc.

All goods are manufactured under our own label

Interesting stuffer notable for its pleasing appearance, decided legibility, and excellent display, all resulting in ease of comprehension.



NINETEEN HUNDRED AND FIFTEEN, when the United States was at peace, the Liberty Bell came to San Francisco and pealed at the Exposition the story of the American ideal -LIBERTY. While in San Francisco it rested on a beautiful Kirman rug, which has become associated with the Liberty Bell in the minds of San Franciscans. COn September 21st, 1917, sixteen hundred and sixtyseven San Francisco boys left their homes to fight for that same American ideal; the United States was at war. As they marched through the City Hall they trod upon the rug that had been consecrated by the Liberty Bell, and upon it they left the last dust of their home city. 20 Carefully these flecks of dust have been gathered from the rug; carefully they are to be preserved. The sixteen hundred and sixty-seven boys have left San Francisco. Some of them will not return. The But in this little vase San Francisco and the Nation may find and cherish the dust from the feet of each of them. This very dust of their feet is dear to us. It remains a symbol of our devotion, while they tread foreign lands, fighting for freedom.

Cover of *The Southern Amateur*, published by Mr. Hunt when a lad of thirteen. We do not know whether or not he is responsible for the design of the cover, but, if so, we'll say that he has made considerable improvement since, as shown by the other specimens reproduced here. What do you think about it?

was in my system; therefore in the fall my father got me a job as apprentice with the principal office of the city, Joseph J. Stone & Co., the proprietor of which happened to belong to the same lodge. Here I did almost everything for two years and then worked in the composing room exclusively for one year. Starting at \$3 a week, I had worked myself up to \$6 per, which was pretty good at that time, considering that journeymen were getting only \$10 and \$12 a week.

"About this time I had an offer from Boatwright Brothers, Danville, Virginia. Here I hopped into the high salary class and drew my \$9 per and met Robert F. Harris, who was doing some good work and doubtless helped me. After eight or nine months the wanderlust seized me and I accepted a job

in Schenectady, New York, where I got my card. I worked there only a couple of months. It was during the financial depression of 1908, when jobs were not exactly looking for men. I then worked for short periods in several offices in New York, after which I obtained a steady job at Troy, with Edward H. Lisk, who probably did the best printing at that time. Here I took up a course in printing and began to get my bearings."

Mr. Hunt states that after several months in

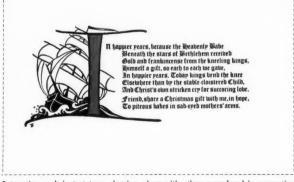
Decorative folder page by Hunt. Readers will note contrast between it and design opposite, where ornament is diffused. In above design it is extensive but concentrated. In the original the type was printed in deep blue, the floral ornament in soft orange yellow and the rules in gold, on India tint stock.

Troy he went first to Arizona, then to Seattle — where he worked for five months in the ad. alley of the Intelligencer — and then spent five years with the Lumberman's Printing Company. Here Hunt met Henry A. Anger, who at that time ranked about where Hunt does today as one of the leading typographers. Anger influenced Hunt to do better printing — doubtless, too, Anger's work was a great inspiration.

"In 1915 the Exposition attracted me to San Francisco and, feeling that there was a wider field and more opportunity for a job compositor to develop there than in Seattle, I remained. In 1916 I went with The ten Bosch Company as compositor, but after three months I was made foreman.

"I believe that most typographers who have succeeded in getting ahead have found

in getting ahead have found it necessary to dig into their own time to a considerable extent. I know that I have. The present very highly specialized business of printing does not permit the compositor to get very far, unless he does a lot of experimental work outside of regular office hours. The trade journals have been indispensable in my case; in fact, it was THE INLAND PRINTER that gave me the first fundamentals of good composition. I have received a lot of benefit from studying the old masters of



Interesting work in text type, showing, along with others reproduced in connection with this article, that Hunt is a master of many type series.

printing, Aldus, Jensen, Garamond, etc. I think a study of these 'old boys' and their work will not only help the printer to do better work but will serve as an inspiration to become better scholars, as practically all of the old printers were writers and editors as well as craftsmen in the best sense of the word. I still hope to see the printer resume his place as a

respected member of society [You mean, to reattain the exceptionally high standing he enjoyed during the old days.] and be considered in the same class with other professional and technical men instead of being known as a mere hod carrier of type. I believe that the typesetting machine has its place and that all we need to do in order to get better machine composition is to train better operators for the machines. I am certain typography has made gigantic strides in the past twenty years, but am not pessimistic enough to think we have reached the end, even with the introduction of the forty-four hour week.

'It seems to me that we shall soon have to supplement our apprentice training by part time schools, simply because there is not the time nor the proper instructors in the average print shop to train the boy so that he will be more than a mere mechanic - too often a poor one at that. My idea is to select the apprentice carefully to begin with, and not be content to reward the good errand boy unless he has the essential qualifications; and once you have an ambitious boy he will have so much interest in his work that he will have no time to watch the clock - and half the joy of any pursuit is the self satisfaction derived. And tell me, what business offers more satisfaction than printing - well done?

"Regarding type faces, you know what I prefer as well as I do. Caslon is my

preference for an all year diet, with Cloister, Kennerley and Garamond following very closely. I seldom use any of the so called gothic types (block letters) as it seems to me the roman capitals are less tiresome to look at."

Mr. Hunt frequently contributes articles to the trade's paper on the Coast, *The Pacific Printer*. Quite often, too, the typographic covers of that publication have been designed by him. For the May, 1920, issue, Hunt designed the cover and wrote the feature article, entitled "Typography, the Corner Stone of Printing." The cover was quite pleasing and

yet strong, being composed in Cloister Bold, with an eighteen point egg and dart border, and then printed in deep blue and yellow on blue violet stock. A few interesting points, quoted from the article in question, follow:

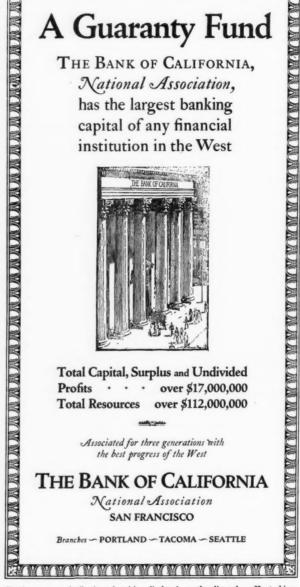
"Too many of us have gotten away from the very basic principles of good printing. We have been so ardent in the

chase for the dollar that we have forgotten all about making our business an interesting one for the men in the shop. We perhaps feel that if we are on deck at pay day we have done our full duty, and can't understand why our best men often leave to go to some other office which may not pay any more money, but which somehow has a reputation for doing what we often term 'fussy work, or 'art junk.' One often hears the assertion made that there is no money in good printing, and I usually feel like asking the maker of such a remark what he has personally done in the line of good printing to prove or disprove the stock phrase. Inoculate your men with a feeling of pride in their work, and they will not be content with merely having their proofs 'get by' with the customer. It will not give them a swelled head to even call them in occasionally and compliment them when they have produced a creditable job, and they will soon get the habit of taking an interest in all their work. Once they have gotten the habit of doing their work well they will be able to do it as quickly as they formerly threw it together 'any old way,' for careful work is just as easy and far more satisfying than shoddy work. .

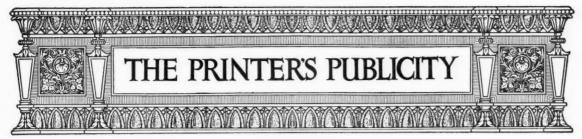
"Now I am willing that you should 'get the money in the safe,' and don't want you to throw some customer out of your office because he wants some insur-

ance forms printed, when you would like to be printing a second Gutenberg Bible, but we all want this business of ours raised out of the gutter from a standpoint of quality, just as the Typothetæ and the cost finding organizations have raised the standard on the financial side."

The specimens shown in connection herewith are representative examples of Hunt's work. They show the versatility of his talent in obtaining good effects with a variety of type faces. They are worthy of careful study by all aspiring typographers.



Simple, strong and effective advertising display is another line where Hunt shines.



BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

#### "The Honolulu Item"

Out in Honolulu, capital of the "Paradise of the Pacific," one finds a printing firm that "got the jump" on many older printing firms on the mainland in learning of the value of the house-organ as a business getter. The Mercantile Printing Company, Ltd., of Honolulu, has been publishing for a long time a monthly house-organ called *The Honolulu Item*. This creditable publication, issued in four pages made up in newspaper form, is the only one now serving the printing trade in the Pacific Basin. It has reached its thirteenth volume,

but it is there, and one does not read through an issue without getting a fairly complete conception of what the firm is capable of doing in handling advertising and printing.

The *Item*, the last issue at hand at least, is printed on enamel stock of good quality. It is well printed but is not



Fig. 1.

and the Mercantile company is enthusiastic over its reception and the business that it has brought the firm.

The first page of the *Item* reproduced here (Fig. 1) gives an idea of the general appearance and makeup of the publication. The illustration in the center column is of a night blooming cereus for which the Islands are noted.

The *Item* is devoted in the main to facts of general interest about printing, publishing and books. There are occasional articles of interest in connection with local affairs. The direct advertising and appeal for business on the part of the Mercantile company is made secondary to the other contents,



Fig. 2.

elaborate. It represents well the substantial, inexpensive type of house-organ that is within the means of many printing shops which have not yet taken advantage of this form of advertising.

#### "The Hand-Clasp"

As a newspaper serves a community, so may an internal house-organ serve toward helpfulness and betterment in that industry or business establishment for which it is published. The right kind of internal house-organ is an agent for the interchange of ideas, methods, news and knowledge; it is a binding link between all members of the staff; it centralizes interest in, and gives each member of the force a broader outlook on, the many phases of the industry served; it also

serves in many other ways, as has been learned by those concerns large enough to feel the need of some such medium of influence and wise enough to start a house-organ to fill this need

There is an opportunity for printers in creating and developing the internal house-organ among possible patrons. Taking advantage of the opportunity means, of course, increased printing business, but, more than that, it means the



Fig. 3.

performance of real practical service to the printers' patrons. The advantages generally of house-organs, the kind that go forth to create sales and good will, are being most successfully advocated and urged in the publicity and advertising material of printers, but the internal house-organ field is being neglected. There is need and opportunity for more publishing business of this particular kind, and printers should go out after it.

In recent months there has come to this department an exceptionally well printed, well edited and serviceable magazine of this sort. It is *The Hand-Clasp*, issued monthly by the Morgan Envelope Company. First of all, this magazine is a newspaper. It teems with news of everything worth mentioning about the industry and the business of this plant, from the bigger things relating to the product down to the staff baseball games, the picnics and personals. It scarcely can help being of interest and being eagerly read by all persons connected with this particular business and also by their families. It carries many pictures, and these, as well as the news, deal chiefly with the personnel of the staff and its activities. Such a magazine builds for efficiency and greater spirit. More industries should be in the market for magazines of this kind.

The front cover of *The Hand-Clasp* is reproduced here (Fig. 2), though owing to the difficulty of reproducing the colors, our halftone hardly does justice to the original.

#### Philadelphia Photoengraving Company, Inc.

Fig. 3 shows an attractive and effective piece of advertising sent out by the Philadelphia Photoengraving Company, Inc. It is a zinc line engraving printed in brown on tinted card stock, bearing the title, "Dear Old Penn." The specimen is inserted in a neat folder, the first page of which briefly tells of the utility of line engravings and of the knowledge and care necessary in their making. Concerning the subject of the specimen used as an example of the work the company is prepared to do, the folder says:

"The illustration will appear in the record of the class of 1921, University of Pennsylvania, which will probably be the largest and certainly the handsomest volume of its kind ever published. We are now preparing all line etchings, halftones and color plates for the work."

#### "The Happy Medium"

"An optimistic little magazine for business men" is the way the Acton Publishing Company, Ltd., Toronto and Montreal, Canada, describes its new house-organ, *The Happy Medium*. The first number came out in April. Arthur Phillips is the editor, and he is to be congratulated upon the elegant



APRIL
Nineteen-Twenty-One

ACTON PUBLISHING Co. Limited

Designers and Producers of Good Printing

TORONTO - MONTREAL

Fig. 4.

appearance and character of the magazine. It compares most favorably typographically and in every other way with the best of printers' house-organs coming to this department. Mr. Phillips sums up fairly well the service a house-organ can perform when he thus sets forth the aims of *The Happy Medium* in the foreword of the April number:

"We hope and believe that you will find it a pleasant and entertaining companion—ready with a smile and a word of good humor, broadminded in its thinking, sane and sensible in its counsel—a 'happy medium' in the fullest and truest sense.

"Sometimes we will laugh together over a joke—sometimes we will philosophize a little—anon, we will set ourselves to serious, constructive thinking; but ever we will endeavor to be good natured and human.

"If The Happy Medium can do anything to make the journey of life pleasant it will have accomplished something worth while, and, of course (for we are not altogether altruistic in our motives), we hope it will be the means of helping you to know us a little better."

The house-organ is of the usual size, containing sixteen pages. It is printed on heavy book stock with numerous illustrations and with a judicious use of color in initial letters, borders, etc. The subject matter is treated in an interesting way and is varied enough to be of wide value. There is every reason to believe that the magazine is launched on a most successful career. Fig. 4 shows a reproduction of the front cover of the initial issue.

From the same printing concern The Inland Printer has received a brochure giving the story in picture of the Acton Publishing Company. Aside from its effective pres-

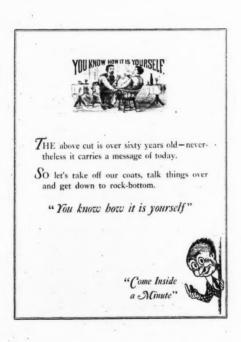


Fig. 5.

entation of the equipment and capabilities of the plant, it is a specimen of handsome printing. The Acton company has been in business thirty-three years. A year ago it moved into a commodious new plant.

#### Ketterlinus Lithographic Manufacturing Company

Something out of the ordinary is the advertising folder recently issued by the Ketterlinus Lithographic Manufacturing Company, of Philadelphia. Glance at the first page of the folder reproduced here (Fig. 5) and you can easily see how your attention is caught and held by the sixty year old, before prohibition, cut which successfully illustrates the text of the folder.

Inside the folder, to which you are sure to turn, there is a persuading argument for the use of direct advertising—the silent salesman that can make daily, weekly or monthly calls,

as opposed to the expensive selling force doing the same missionary work at a far greater expense. Sketches are used to good advantage to emphasize the point. The last page carries an excellent reproduction of the company's big plant.

The folder constitutes an admirable specimen of advertising of its kind, particularly because of its terseness and originality. It carries a sales argument so clearly put and so



An attractive house-organ issued for the paper trade is that of the Central Ohio Paper Company, Columbus and Cleveland, Ohio. It is called Copco Facts. The above illustration shows the front cover, the original of which was printed in a light blue and green on heavy white enamel paper.

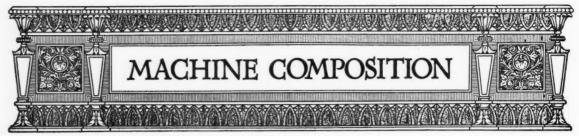
cleverly expressed as to compel attention, and the Ketterlinus company can feel assured of its getting the message across before the reader puts the folder aside.

#### **Publicity Hints**

The Britton Printing Company, Cleveland, makes excellent advertising capital out of the fact that the concern was called upon to print *Vogue* and *Vanity Fair* when the New York publishers were confronted with a crisis in 1919. How the plant handled the emergency job and how it is handling other similar propositions is set forth in an attractive folder, the first page of which bears the title, "Cleveland, Center for Distribution."

The McMath Company, printers and lithographers, El Paso, Texas, is getting out special editions of its house-organ, the McMath Magazine, devoted to writeups of the business institutions of the city. The first tells of an insurance business in El Paso. The magazine calls the special articles "little journeys to the homes of representative El Paso business institutions."

The Fletcher Ford Company, Los Angeles, California, has reproduced in a folder an advertisement which has just appeared in colors as an insert in the 1921 Los Angeles city directory. It is a striking advertisement and ought to "pull." Its main feature is a picture of the plant, in colors. The same advertisement will appear in a Los Angeles paper.



RV E M KEATING

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

#### Turning Current Off Electric Pot

A Kansas operator asks if it is a good plan to turn off pot mouthswitch on electric pot each night.

Answer.—It is the general practice to turn off the main switch at night when the machine is not used. The usual time required to heat the metal is about thirty-five minutes, hence it should be turned off to save current.

#### Matrix Damaged in Elevator Jaws

A Kansas operator sends a matrix and asks how it was damaged. He states that several were found having similar defects.

Answer.—The damaged condition of the matrix indicates, in our opinion, that the matrix was caught in the first elevator jaw. Perhaps it was twisted in a line when the mold advanced. We suggest that you examine the elevator back jaw for bruises and see if a new matrix will move freely through jaws. Any bend in the back jaw will tend to cause a binding and will probably give you a squabbled line and a squirt. The foregoing is the only suggestion we could offer without an examination of jaws and noting action of line while justifying.

#### Matrix Bent in Distributor Box

A Wisconsin publisher writes: "We are having considerable trouble with thin spaces, lower case i and l clogging in the distributor, due to bent lower ears, both front and back, like samples enclosed. By straightening out the ears they will run for a short time, when the trouble is repeated. I have been unable to overcome this difficulty even with the assistance of Thompson's book 'The Mechanism of the Linotype,' page 254."

Answer.—The bent matrices you refer to did not reach us, but as you have mentioned the characters affected the most we shall suggest two possible causes: The back lower lug, if bent, is not caused by any distributor box trouble; it is due to this lug striking the right end of rail in line intermediate channel. See reference No. 6 on page 255 of "The Mechanism of the Linotype." If the lower front lug or any of the upper lugs are bent, the fault may lie in the distributor box. To determine the cause you may test stroke of lift and also the space between the faces of top rails (see 8, on rail 2, figure 18) of distributor box. To test stroke of lift and to be certain that the matrices rise at least 1/32 of an inch above corner of top rails you may send in a line of figures and after belt is off turn distributor screws by hand, examining, by good light, to find out how far above corner of top rail the upper ears of the matrices are raised. If they appear to clear by at least 1/32 of an inch you will then know that the lift stroke is not involved in the cause of bending of matrices. To test the space between the end of bar point (4, page 72) and faces (8) of top rails, remove the box and push in an i or l matrix and examine the clearance between bar point (4) and matrix which will be against faces of rails. If the space is great enough to permit two thin matrices to rise it shows that the faces of the rails or the bar point are worn. Replacing of old bar point by a new one will correct space.

#### Metal Remains Solid Back of Well

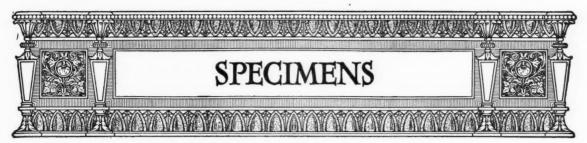
A Southern operator writes that he has been in the habit of hastening the heating of metal in pot by applying a blow torch to surface of metal and finds that now the metal remains more or less solid at back of pot while at the front it liquefies. He asks if it is a bad practice to apply torch to surface of metal and whether this practice causes his trouble.

Answer.—We do not believe that the heating with the blow torch is responsible for your trouble. We suggest that you remove the burner and clean under side of pot so that no soot is present; while burner is out, clean it also. When applied see that a blue flame is given. With a blue flame no soot is given off. Increase your supply of heat and try it without heating from top with the blow torch. It is a good plan to dip out the metal until it is quite low in pot, then turn on heat slowly at first, and later, when the pot is well heated, to turn on full. While there is no special harm in heating from top as well as from bottom, you can shorten the time of fusing metal by dipping out before cutting off heat the day before. Try it.

#### Lead Poison Not a Common Trouble Among Operators

A Southern operator writes to the effect that he fears he may have a touch of lead poisoning. It may be that he sifts his dross or else cleans plunger indoors. At any rate he desires a respirator.

Answer. - You will be able to purchase a respirator through your local druggist, or you may make one by placing a few layers of cheese cloth so as to cover both the mouth and nose but so arranged as not to prevent breathing. We believe you would find a respirator purchased through your druggist far more satisfactory than any you can make yourself, and we do not think the cost would be excessive. Lead poisoning is not a common ailment among linotype operators. It may be contracted by inhalation and also through the stomach. one takes food while the fingers are contaminated with lead oxid it may lead to attacks of colic. Physicians state that men who chew tobacco have contracted lead poisoning through handling the tobacco with their fingers while they have the poisonous dust thereon. Cleaning plunger indoors while dry may lead to this trouble. Avoid it. Wet or oil plunger before brushing off the dust. In your case, if you have already contracted lead poisoning, you must use extreme precaution, as it takes a long time before the system is entirely free from the insidious oxid and a recurrence of the attack may come at any time. We would advise you to drink considerable milk, as this is said to be the best liquid for those who have had lead poisoning. We would also advise you to consult your physician and have him advise you as to the best course to pursue.



BY I. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

THEODORE T. MOORE, Sacramento, California.— The business card for the Stone Advertising Service is interesting in design and it is also pleasing and attractive.

THE EDUCATIONAL SUPPLY COMPANY, Painesville, Ohio.—The label for "E. S. Co. Sticky Paste" is quite attractive. We believe—for display purposes—the central panel containing the name should have been larger, as it easily might have been. This is the only fault we see in it.

FERNAND COILLET, Montreal, Quebec.—Advertisements set by you for the "Bulletin Paroissial" are exceptionally well displayed and are pleasing to the eye, as well as being forceful in attracting attention.

eye, as wen as being forcettu in attracting attention. This is all the more remarkable since most of them are very wordy, considering the space available.

CHARLES ABADIE, Philadelphia, Pennsylvania.—
Specimens of your work done in the composing room of the Art Printing and Embossing Company are of the best quality in all respects. Typography

the type thereon is placed too low, making the page the type thereon is placed too low, making the page too heavy at the bottom. Blotters are attractive. T. W. Lee, Minneapolis, Minnesota.— Hats off to you for the delightfuly attractive ticket for the St. Patrick's dance! Tastefully designed, with an appropriate thumb nail sketch, and well printed in an attractive green, the effect is wholly pleasing. The letterhead for the Twin City Electric Specialty Company is also attractive, although quite badly crowded in the center.

### The American Brass Company



Waterbury, Conn., U. S. A.



#### BRASS, BRONZE, COPPER AND NICKEL SILVER

SHEETS, ROLLS, PLATES, WIRE RODS—TUBES—MOULDINGS, ANGLES and CHANNELS—CIRCLES, BLANKS and SHELLS

#### Seamless and Brazed Tubes

Condenser Tubes, Iron Pipe and Plumbers' Size Tubes; Phosphor Bronze, Tobin Bronze and Bene-dict Nickel Tubes.

#### Copper Wire and Cable

For Electrical Proposes

Bare Copper Wire, for Power

Transmission, Telephone and
Telegraph Lines, Copper Trolley
Wire, Round, Grooved, Figure
8 and Special Patterns; Weatherproof Line Wire, for Electric
Light, Telephone and Telegraph
Purposes; Transmission Cable,
Solid or Stranded, Bare or Insulated; Magnet, Annunciator and
Office Wire.

Nickel Silver Sheet and Wire All Qualities for Resistance Pur-

poses.

Sheet Copper

Not and Cold Rollind, Plain, Polished and Tonned
Copper for Roofing, Leaders,
Gutters, Cornice, and General
Copper Smithing Work.

#### Drawn Copper

For Commutators, Bus Bar Work and all kinds of Electrical Con-

#### struction

Extruded Shapes

Brass. Tobin Bronse and Copper

Bars of Special Cross Sections,

Angles, Channels and Architectural Mouldings.

#### Die Pressed Metals

Hot Forged Shapes.

Prices and Descriptice Literature Upon Request

Cable Address: "AMBRACO" Waterbury, Connecticu

New York Office: 195 Broadway, New York, N. Y.

Cable Codes: A. B. C., A-1, Bentley's

#### BRASS, BRONZE, COPPER & NICKEL SILVER

IN EVERY VARIETY OF SHEETS, ROLLS, PLATES WIRE RODS, TUBES, MOULDINGS, ANGLES AND CHANNELS, CIRCLES, BLANKS AND SHELLS

denser Tubes, Iron Pipe and Plumbers' SHEET COPPER, Hot and Cold Rolled,

COPPER WIRE AND CABLE for Electrical Purpases. Bare Copper Wire, for
Power Transmission, Telephone and
Superior Commutators, Bus Bar Work Power Transmission, Telephone and Telegraph Lines, Copper Trolley Wire, Round, Grooved, Figure 8 and Special EXTRUDED SHAPES Brass, Tobin Bronze Patterns; Weatherproof LineWire, for Electric Light, Telephone and Tele-tions, Angles, Channels and Architecgraph Purposes; Transmission Cable, tural Mouldings.

Size Tubes, Nonophor Bronze, Tobin
Bronze and Benedict Nickel Tubes.

Comment of the State of th

Solid or Stranded, Bare or Insulated; Dig Pressed Metals, Hot-Forged Magnet, Annunciator and Office Wire. Shapes

PRICES AND DESCRIPTIVE LITERATURE UPON REQUEST

#### THE AMERICAN BRASS COMPANY

Main Offices: Waterbury, Connecticut, U.S.A. New York Office : 195 Broadway, New York

ANSONIA CONN. BUFFALO, N. Y. KENOSHA, WIS. TORRINGTON, CONN. WATERBURY, CONN.

Consider the trade paper advertisement at the left, and compare it with the resetting the advertiser engaged the Franklin Printing Company, Philadelphia, Pennsylvania, to make. The individual who designed and composed the original must look upon his work from the same point of view that a hod carrier does his—that it is physical labor, that the employment of taste and knowledge is not essential. Mr. William A. Kitteredge, designer of the resetting, has studied his craft as the artist or the doctor does his. It is a work of art, pleasing to the eye. It is easy to read. It is the result of study, from looking upon typography from the point of view that it is an art and a science with known principles for guidance. We should like to have a critical analysis of the two from the editor of Xtra.

JAMES KILLIUS, Johnstown, Pennsylvania.—The Johnstown School News is an interesting and attractive school paper, the outstanding features being the neat, clean presswork, the pleasing type dress and

the makeup.

CLARENCE A. GROETHUM, Minneapolis, Minneapolis, The title is unusual and attractive, while the heavy copy of the body is well composed for

maximum convenience in reading.

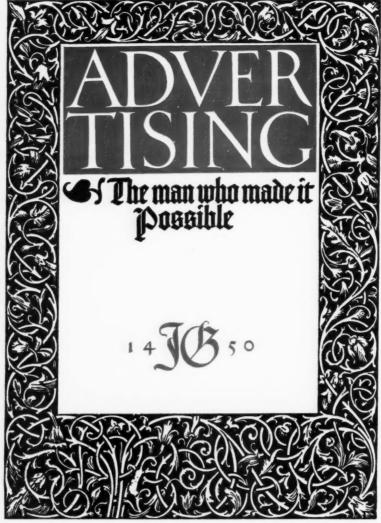
Johnson-Wilson, Quick Printers, Dallas, Texas.—Your blotters are among the most striking we have ever seen. Ornament and color are used with telling effect, and design is quite distinctive and forceful on all of them.

is along simple and pleasing lines, with decoration and colors in good taste, and all the forms are well printed.

J. A. MacKinnon, Fargo, North Dakota. three wall hangers, the texts of which are William Tyler Page's patriot's creed, Ruskin's "Labor" and Woodrow Wilson's "Tribute to the Flag," are

and Woodrow Wilson's "Tribute to the Flag," are striking in design, pleasing to the eye and excep-tionally well arranged. Our compliments on these wholly unusual pieces of display. REIN PENITING COMPANY, Houston, Texas.— Outside one small defect, the folder, "A Punch for Every Purpose," is an attractive and effective piece of work. To the writer that defect is not so small, either, as it makes the title page look very bad;

MASSEY-HARRIS COMPANY, LIMITED, Ontario.—Your historical souvenir booklet is decidedly interesting in content as well as in format. The inside pages, particularly, are well handled. Praise is due for the selection of a type face, Cheltenham Wide, which is extremely legible, and which, in addition, gives the book a measure of distinction, as it is a style not often found in book composition. While the design of the cover is unusual and in keeping with the nature of the book, certain refinements could be made that would increase its attractiveness measurably. While some distinction is secured by the narrow margin, we believe this would not be lessened if the margin were a trifle wider, and are sure that the ill effect of crowding Ontario.-Your historical souvenir booklet is de-



No more striking or effective piece of advertising for a printer has been issued during recent years than the brochure of The Caslon Press, Toledo, Ohio, of which the above is the cover page. Printed in bright red orange and a rich black on light brown hand made cover stock the original was most impressive. The page size of the original is approximately 9 by 12 inches.

that is now apparent would be largely overcome if the margin were increased just one-eighth of an inch. The words "Massey-Harris" might also be reduced slightly in size without altering the general effect strived for by the designer, while the italic lettering in fancy capitals would have been better done in lower case. The ornament should be raised slightly to get away from the exact centering. All in all, however, the booklet warrants considerable praise, largely because of its characterful appearance and the legibility of its text, although the

ance and the legibility of its text, a presswork, too, is very good indeed.

Louis A. Braverman, Toledo, Ohio.

One of the handsomest pieces of decorative printing we have ever seen is the folder, "Advertising," two pages of which are herewith reproduced. Our reproduction, perforce in miniature and on enameled stock, is, however, an injustice to the beauty of the original, which was 9 by 12 inches in size and printed on rough deckle edge hand made stock of fine quality. Two unusually attractive letterheads, printed from type, are also shown, in order that our readers may witness the possibilities for beauty and effectiveness that lie in simple treatment of beautiful type faces.

THE STANDARD PRESS, Kansas City, Missouri.—Your blotter, "Originality— Character — Distinction," is striking in design. There are too many points of attraction, however, making the effect somewhat disconcerting, while the color effect is flashy and somewhat trying to the eyes. The red is too strong in relation to the other colors, gray and light green. Your business card is interesting and pleasing.

HAROLD J. GILLESPIE, Waseka, Minnesota.— Specimens are attractive and are forcefully displayed. The series of leaflets, "Dear Resident," are notable and unusual examples of advertising for a small town paper. The stationery for Tombs & Son is excellent, although we should prefer to see light face Caslon used for the minor display instead of the Copperplate Gothic, major display being in bold Caslon.

THE MANGAN STUDIO, St. Louis, Missouri.— Various designed and lettered catalogue and booklet covers submitted by you are of the finest quality. Most appealing to the writer are those entitled "Dearborn Iron and Power Company," "A Country of Only Beautiful Women," and "Christmas Suggestions from Boggs and Buhl."

FRANK D. JACOBS COMPANY, Philadelphia, Penn-

FRANK D. JACOBS COMPANY, Philadelphia, Pennsylvania.— Scope is a most interesting and attractive house-organ, excellent workmanship being characteristic of every detail of its production. The cover is quite unusual, even though designed along conventional lines and set in type, except for the name line, and embellished by typographic ornament.

THE CAYUGA PRESS, Ithaca, New York.—All the precipance are excellent, the mere attractive heirogeness.

THE CAYUGA PRESS, Ithaca, New York.—All the specimens are excellent, the most attractive being the circular "Buy Printing Brains," which emphasizes the fact again that with a good type face (in good shape), well printed on good paper, makeshifts or stunts in arrangement are not essential to effective appearance.

effective appearance.

ALEXANDER G. HIGHTON, Newark, New Jersey.—
Your booklet bound in boards and covered with hand made cover paper, on the front of the cover of which the title, printed on a white label, is tipped, is delightfully pleasing. Throughout good taste is evidenced and the specimens shown in the back of the book, most of them in miniature, illustrate admirably the title of the book, "Refined Printing for Advertising Purposes."
OLD CRIS PRESS, Crisfield, Maryland.—The most unusual and pleasing specimen of the collection you have sent us is the invoice for Ralph & Poleyett, one of the most characterful and pleasing we have

OLD CRIS PRESS, Crisfield, Maryland.—The most unusual and pleasing specimen of the collection you have sent us is the invoice for Ralph & Poleyett, one of the most characterful and pleasing we have seen in recent months. There is a strong suggestion of quality in the style of type and the manner of its arrangement. Notehead and invoice forms for the Press are likewise in excellent tasts.

tion of quality in the style of type and the manner of its arrangement. Notehead and invoice forms for the Press are likewise in excellent taste.

AUGUST BECKER, Brooklyn, New York.—Your folder, "Character and the Personal Element in Service," is beautiful. The brown makes an excellent second color on the fine quality India stock, and the reproduction of the etching by halftone printing is indeed remarkable. One look at this folder should be enough to convince any one that it was produced by a printer "who knows how."

It was produced by a printer "who knows how."

JOSEPH B. DAVID, New Orleans, Louisiana.—
Cards set in the Parsons series are interesting in design and attractive. Lines set entirely in capitals are not pleasing, because of the odd character of some of the letters, which are like lower case—only larger. The effect is not unlike the indiscriminate mixing of capitals and lower case of any series. The same points apply to the interesting latterback arother deal of the effect forms.

criminate mixing of capitals and lower case of any series. The same points apply to the interesting letterheads, noteheads and other office forms.

PETER PONCETI, New Orleans, Louisiana.—The letterhead of Eva J. Duncan, your employer, on which you wrote — printed in red, gold and deep brown — indicates a tendency, represented in most of your work, which you must strive to overcome, namely, effects which are much too highly decorative. The other letterhead, printed in red and black from Parsons type, and without paneling, is a safe and sane style that you would do well to follow generally. Simplicity of design and in the use of color invariably results in the most pleasing, attractive and forceful typographical effects. Compare the two letterheads: Plainly the simpler form has more punch. In the first mentioned heading the type faces are entirely different in design — they do not harmonize, but look displeasing together. Condensed types and extended types ought never to be used together, as in this instance, and the same might be said of block letter and graceful, refined italic. The blotters are

H. H. WITHERS, Monager

Tailoring That Adds Style to Personality

Нома Риона, Маіл 1881



#### THE MADISON TAILORS

417 MADISON, TOLEDO

Letterhead by Louis A. Braverman, The Caslon Press, Toledo, Ohio. The original was in black and red brown on white stock.

quite well designed, although the one, "Not How Cheap, but How Good," would be better, we think, if some other color than silver had been used for the second color, as silver bronze is very faint except when the blotter is held at just the right

angle.

WALTER M. LARNED, Springfield, Massachusetts.—
The circular advertising the various editions of Webster's dictionary, on which an illustration of each edition in natural colors of full sheep, full seal, library buckram and buff buckram is printed in hratural colors of the cover material, is excellent. Presswork is decidedly high class, while the general arrangement and typography are of the same standard. standard.

GUNNAR ISAACSON, Boston, Massachusetts.— Your series of blotters, featured by illustrations printed from hand cut linoleum blocks, is inter-

Your series of blotters, featured by illustrations printed from hand cut linoleum blocks, is interesting. We find the designs striking, and while, as you state, the lines of the illustrations are a little rough and the solids do not always print solid—because of the fact that the surface of the linoleum was not perfectly smooth—there is a certain value in these seeming faults in the character and in the effect of novelty they produce.

Frank L. Still, San Bernardino, California.—In general effect the "Proof" envelope is interesting and striking. The fact that the rule at the top does not run all the way across the envelope suggests incompleteness. We are sure, too, that the main group should be closer to the left hand edge of the envelope. Typography and presswork, however, are thoroughly satisfactory, except that the lines of small type could have been leaded to advantage, especially the lines of capitals.

CLARENCE L. Foss, Rochester, New York.—Specimens of printing composed under your direction in the plant of the Rochester Times-Union are of the finest quality. Excellent paper stocks and good presswork assist the typography in obtaining fine effects. Of the circulars, the one entitled "The Printed Salesman" is most pleasing. Ornament predominates to quite too large an extent on the one entitled "Use Effective Printing," although it must be admitted it is compelling.

Robert E. Phelps, Brookings, South Dakota.—Your live stock sale posters, in two colors, are quite the best we have ever seen. Usually no care what-

Your live stock sale posters, in two colors, are quite the best we have ever seen. Usually no care what-ever is taken with this kind of work, but you seem

the best we have very seen. Costainly no cate whatever is taken with this kind of work, but you seem to be different in that you endeavor to give them good display and an attractive appearance at the same time. Allowances must always be made in this class of work and when these are made you have quite a lot to be proud of in the production of such exceptional examples of this type of work. J. E. FOSTER & SON, Portland, Maine—"The Story of Jefson" is a remarkably handsome booklet and shows your colors for machine ruling to excellent advantage on actual work. The cover design, featuring an excellent and characterful illustration of a portion of a ruling room in a bindery, with operators at work — printed in black from a line drawing over a solid background printed in buff—is very effective, especially because a can of the product is inset at the top of the illustration and printed in blue.

FRANK D. GIMBEL, Cleyeland, Ohio.— In the

printed in blue.

Frank D. Gimbel, Cleveland, Ohio.— In the "Eileen" booklet you as the typographer, Mr. C. W. Bell as the artist and the Doyle & Waltz Company, printers, have something to be proud of Slight criticism might be made of the color, not so much because of the green itself, in our opinion, as because of the extent to which it is used in the border on the text pages, which, being wide, makes somewhat too much of it. The effect on the cover is pleasing, the quaint illustration and lettering harmonizing well with the character of the stock. Presswork on the halftones, printed on dull coated stock, is excellent. stock, is excellent.

## ohann Genstleisch



N the print shop which he had set up in the family home at Mainz, Germany, Johann Gensfleisch Gutenberg carved the first separate pieces of movable type of which History has any authentic record.

That knife, guided by the genius of Gutenberg's fingers, was the tool responsible for the most important single invention by man. It gave to the world, between 1450 and 1455,

the Art of Printing.
Gutenberg himself was skilled in the cutting of stones and the fashioning of metals. It was but a step then to the casting of separate pieces of type in soft metals. With type so cast, with the aid of his great assistant, Schoeffer, it is believed that Gutenberg set up and printed two massive volumes of the so-called 42-line or Mazarin Bible.

With Gutenberg's movable type that could be used over and over again for printing-the Modern World began. Through this invention of the "art preservative of all arts" God's gift to man of speech and understanding was completed.

Thereafter, man became a creator. His energy was released. Through that energy he had become master of the elements. He was now to

Initial page of text in Caslon Press brochure, cover of which is shown opposite.

From Walker Brothers, Fargo, North Dakota, we have received a copy of that company's catalogue of Lithographed and Printed Bank Forms. It is one of the most attractive of such catalogues that we have ever had the privilege of examining. The cover, a decidedly striking and unusual design, is lithographed, and the work is excellent. The text pages are printed, but by the selection of a light face type, Monotype Goudy, and a soft textured paper, the presswork is so well done the text pages have a soft effect that harmonizes delightfully with the lithographed cover.

WEST COAST ENGRAVING COMPANY, Portland, Oregon.—Certainly your folder showing the three bathing girls will dispel the idea that good color engravings can not be obtained "on the coast." Certainly it will prove that right in Portland and in the shop of the West Coast Engraving Company, the best of color engravings can be obtained. They are all remarkably well done and the printing is up to the standard of the engraving, which goes to show that they do good printing on the coast, too.

that they do good printing on the coast, too.

L. A. ROBERTS, William F. Fell Company, Philadelphia, Pennsylvania.—The booklet, "Clear Pool Camp," is a noteworthy achievement in so far as printing quality is concerned, as well as in the time required for its production. To produce such a booklet, which means to have drawings and engravings made as well as do the and engravings made, as well as do the printing and binding, in five working days, is an achievement of which the days, is an achievement of which the Incidentally, to those who may in like circumstances want fine work quickly this is a suggestion as to where they can get it.

JAQUA PRINTING COMPANY, Humboldt, Iowa.—Your larger letterhead is a beauty — interesting and striking, too. The brown could be a little deeper to advantage. The other heading is pleasing, but it is not up to the standard of the larger one, especially when it is



## Dance of Springtime

Featuring JAMES H. HOWARD & His Futuristic Orchestra Coliseum, Wed., April 6th

Letterhead by Louis A. Braverman, The Caslon Press, Toledo, Ohio. The original was in black and red brown on white stock.

viewed as an advertisement of your printing service. The cards are likewise of high quality, the one for the American Legion carnival dance especially so. The color effect of black with a small amount of light soft yellow in the emblem of the legion on

the gray stock is delightful.

E. D. Fowler, Durham, North Carolina.—Your specimens are of uniformly high quality — simple,

FRED SPRINGFIELD, Houston, Texas. of your work, done in the plant of the Frank B.
McCurdy Company, are of excellent quality in all respects. The advertising folders and leaflets for respects. The advertising folders and leaners for the McCurdy company are effective publicity, not the least of their good qualities being the excellent typography and design and the fine presswork. The letterhead for Barnhart Brothers & Spindler is "real

Easter announcement for The Economy Store, the Easter announcement for The Economy Store, the heading of which is set in swash italic capitals of Caslon and the body in Caslon roman capitals. The effect of so many capitals in mass is displeasing and, in addition, they are difficult to read. The ornament takes up almost as much space as the typography, hence the message is subdued to a whisper. On the letterhead for the Rosecroft Barred Rock



A cluster of clever typographic letterheads. Design in center by Coquemer, Paris, France. Printed in black, yellow (rule across top and face and hands of figure) and red (lips and finger tips of figure). At the left, top and bottom, designs by E. D. Fowler, Durham, North Carolina, who also set the one at the bottom on right side. The Liberty heading was printed in red and blue. H. H. Hill, Arkansas City, Kansas, produced the one in the center, left, as well as the headings for Hudson's Garage. The former was printed as follows: Type, black; letters of monogram in red, outlined in black; and the oval in yellow. The latter was printed in yellow and black. The Department of Education heading is from the Elm Vocational School, Buffalo, New York, and was printed as follows: Type, black; oval, light blue; letters of monogram in gold outlined by black.

pleasing and effectively displayed and arranged. We have no suggestions to make for their improvement. Several are reproduced in the group on this page. Another collection of handsome specimens of printing by Coquemer, Paris, France, for the most

printing by Coquemer, Paris, France, for the more part personal stationery, has been received by The Inland Printer, for which our thanks are due Monsieur Coquemer. In the collection are some especially interesting monogram noteheads, all printed in delightfully pleasing colors, with which Coquemer is particularly capable. Two are reproduced on this page.

nced on this page.

THE CRAFTSMAN PRESS, Naperville, Illinois. Most attractive of the many neat specimens sent us are the two program title pages, "Annual Junior-Senior Banquet, 1921-22" and "Open Night" Senior Banquet, 1921-22" and "Open Night" program for November 22, 1920, the first mentioned being unusually pleasing. Gold ink on the violet colored stock makes a very agreeable combination, especially since the design is simple, contains few words, and the type, Goudy Bold, is heavy enough to look well in gold. You do a very fine line of small work, in fact, as good as can be obtained anywhere.

PATE PRINTING COMPANY. Ho-

PATE PRINTING COMPANY, Ho-bart, Oklahoma.—You have accomplished something quite noteworthy in the production of the song pro-gram for the Rotary, Wichita, Congram for the xoary, witchia, Con-vention. By "stepping" the leaves and printing the numbers of the songs at the edges of all pages, so they show plainly when the booklet is closed, you have made it easy for one to turn to the desired selection quickly. This arrangement practi-cally necessitated binding the booklet at the top, which is, in a meas-ure, inconvenient to hold, although the convenience otherwise more than offsets that disadvantage. The letoffsets that disadvantage. The let-terhead is attractive and the colors are decidedly pleasing.

class," as is also the simple one color heading for J. M. Glover, the architect, on which a pleasing type face and a typographic monogram simply arranged give a mighty good effect.

E. H. Sharlle, Meadville, Pennsylvania.—Your blotter, "Price," etc., is pleasing and legible. The fact that the stronger items are also printed in the stronger color increases the difference in tone that would exist even though the design were printed in one color. The stronger items in a design should be printed in a weaker color. In other words, when selecting items to be run in a weak color as com-pared to the second color, care should be exercised that they are set in bolder type so that the weakness

that they are set in boider type so that the weakness of the weaker color will be overcome by the strength of the units. The rule works both ways, of course. K. C. Bowles, Oakdale, California.— For the most part, specimens of your work are excellent in display and arrangement. Exceptions are the

Yards the type matter should be moved to the right, for, with the heavy illustration at the left side and the type matter in the center, the design is overbalanced on the left hand side.

K. Leroy Hamman, Oakland, California.—Your

series of advertisements for the Bekin's Fire Proof
Storage, devoted to featuring that company's moving
service, is striking and effective in a high degree
So far as we have been able to judge from campaigns of a similar nature this campaign represents, paigns of a similar nature this campaign represents, as you state, the most space used by such an organization. The illustrations are striking, and the prominent display given the company's telephone number is warranted by the fact that most moving orders are placed via the telephone. Like all Hamman advertisements, this series is well executed from both display and copy standpoints. The advertisements stand out and have a strong appeal.

M. R. Ross, Lafayette, Indiana.—There is just one specimen in the large collection of samples you sent that we do not like, the card for the Crown Pressing Service, the body of which is

ing Service, the body of which is set in capitals throughout, pyra-mided and badly crowded. The ornaments used as divisions further complicate the effect. On the letterhead for the China and Glass Shop the name in the left hand corner is too large, especially in relation to the main display in the center. We do not like the spacing of the city and State line, which or the city and State line, which crowds the company name much too closely. The letterheads for the Haywood Publishing Company are very interesting and attractive, as are also the various leaflets and advertisements.

ANDERSYS & CHRIST, Modesto, California.— Your letterhead is rather crude in spite of the work and expense involved in its production. The panel is meaningless





3, rue chauveau-lagarde (près de la madeleine) téléphone central 68-30

Unusual letterhead for modiste, by Coquemer, Paris, France. Soft textured laid stock, with deckled edges, added much to the effect of the original.

and serves no useful purpose in design or otherwise. Its main effect is to handicap and weaken the prominence of the type. The matter inside the panel is not centered and looks bad on that account also, while the fact that the matter in the panel does not seem to fit the panel appears inconsistent. Your own Christmas greeting card is decidedly pleasing, as is also the one for Dr. J. W. Morgan. We have never admired the shaded style of textype, which you have used for the Elks' Annual Ball ticket, although the general effect of this card is good and was helped materially by the blind embossing. The border on the package label is quite too prominent, while the effect of the yellow

card is good and was helped materially by the blind embossing. The border on the package label is quite too prominent, while the effect of the yellow and red in combination is not at The Leidhton Press, San Francisco, California.—Your poster, "The Heart of the City," is a handsome, beautiful and striking example of the finest of art and printing. The colors, brown and buff, give a rich and pleasing appearance on the India tint stock used. The sentiments expressed on the slip attached to the poster are encouraging and uplifting. The last paragraph is quoted for the inspiration and help of our readers: "In the accompanying illustration the artist has given his conception of the strong heart of San Francisco, its indomitable courage, its ability to meet fearlessly and courageously the new conditions. At the beginning of a period of unprecedented business prosperity, with a heart beating strongly, and with a meessage of good will to all, San Francisco is ready to take her place in the commerce of the world." Your package label is also of an exceptional standard.

E. D. Fowler, Durham, North Carolina.—Your portfolio, "Seeman Letter-Heads," made for convenience in filing in standard cabinets, is effectively gotten up and the large number of letterheads contained therein are in excellent taste, well designed and attractively printed. The two most attractive are those for The North Carolina Master Printers Association and The Seeman Printery, the latter set in Cloister italic. The beauty of the former lies chiefly in the blind embossed ornament above the type matter, although it is emphasized by excellent typography, the style of type — Cloister Bold lower case — representing an excellent choice, considering the character and size of the embossed ornament. Gray stock also has its good effect, as it makes the embossing stand out more than we believe it would on white stock. The Sigma Upsilon and the Liberty Sales Company headings are also of a very high order. Several of your letterheads are reproduced in this issue.

stock. The Sigma Upsilon and the Liberty Sales Company headings are also of a very high order. Several of your letterheads are reproduced in this issue.

The Salmon Arm Observer, Salmon Arm, British Columbia.—Your letterhead for the Salmon Arm Farmers' Exchange is striking without a doubt. We believe it could be arranged more attractively without sacrificing any of its striking effect. The name of the firm should

effect. The name of the firm should be held on one line and centered. Below this the apple illustration should be placed and on either side of it the matter now at the left of the illustration, divided, should appear. The line of type printed in red could then be placed below the apple and in two lines, the words "Distributors of the Famous" to constitute the first. The address line would remain about where it is. Another point, the condensed text letter used for the major display does not harmonize in shape or design with the Copperplate Gothic used for the remainder.

FRED R. PIERSON, Riverhead, New York.— Specimens are of a good quality, better by far than the average of their class. The letterhead for the Lakeside House is especially attractive and interesting. The heading for William R. Lucas is badly scattered and seems to lack unity. The shape of the central and main group is not of pleasing contour. A rearrangement of the lines, bringing the design into the form of an inverted pyramid, would improve

it. A group having extremely long and short lines interspaced seldom looks well. The heading for the Demand Company is pleasing, aside from the refined well graded display and the pleasing type face, on account of the nice contour. On the whole, your work' is tasteful.

MORE IS TASTEUL.

GEORGE W. CUTTRELL, Scottdale, Pennsylvania.—
The booklet cover, "Spiritism," is very weak indeed and is wholly lacking in character. The five or six type faces used are decidedly different, and the effect of their use together is inharmonious and displeasing. The page lacks that essential unity because of the wide separation of the parts and the fact that there is no border to hold them together as an entity. The first and second groups, closely

THE HEART OF THE CITY

Down where the heart of the city beads
Timed with the hum of its busy streets
Men are fashning brick and steel,
Into glants of strength that flink and feel
That lift up their height for the farther air
And strongly hold to their vigil there.

GREETINGS

THE LEGISTON DRESS
TH

Handsome wall hanger by The Leighton Press, San Francisco, California. Printed in deep brown over a background in solid buff, cut out for the panel.

related to each other in sense, should be nearer each other in the page. The designed cover for the Hertzler & Zook Company is entirely too "flossy." The fancy lettering amid the profuse decoration makes the quick grasping of the essential difficult, if not impossible. The cover of the booklet, "What Ails Our Colleges and Seminaries?" is neat and pleasing in appearance. The only essential sugestion for improvement is to place the name of the author nearer the title of the book. Margins are very poor on the pages of text, the front margin being considerably smaller than the one at the back, whereas it should always be wider. The bottom margin should be the widest of the page, and yet in this booklet it is no wider than the one at the top.

N. J. Bowers, Melfort, Saskatchewan.—Yes, you are pretty far north, but not too far to profit from the study of printing and to make your work show up well, even though you do not have the best of facilities. Your letterhead, thanks to good design

and excellent taste, is pleasing indeed. The monogram cut on the bottom of a thirty-six point emquad is an achievement of which you may feel proud, as the letters are cut smoothly and are well formed. We have seen far less attractive letters drawn with a pen — and by printers, who ought to know them. The program, "A Nicht wi' Burns," and the one for the banquet of the Sons of Ireland, entitled "Good Luck, Ye Divil," are as interesting as they are pleasing and attractive. Titles are pleasing and thoroughly appropriate.

THE VASE PRESS. Thranson, England.—After an

THE VASE PRESS, Thrapson, England.—After an examination of the specimens of your work which you have so kindly sent us we can understand why you are constantly gaining a wider clientele.

are constantly gaining a wider clientele. Frankly, and without attempt at flattery, we can say the workmanship is of the finest quality. The two issues of The Vase, your houseorgan, are interesting as to content, besides being admirably designed and printed. Stationery forms have that touch of distinction which lifts them above the conventional and commonplace, giving them life and a good measure of publicity value, yet all are designed in good taste. If we are frank to state that our American printers seem to have the better of their English cousins in the matter of design, as a general rule, we are equally frank to state that — so much as we have seen of it, at least — you printers "over there" generally have the better of us when it comes to the correct and pleasing use of colors.

pleasing use of colors.

C. B. Whitney, Worcester, Massachusetts.—Outstanding among the good features of the Spring and Summer announcement of the Worcester Royal Corset Company is the excellent presswork. The duotones show to excellent advantage. While the general effect of the ornament is striking, it is our opinion that it is too ornate. The borders are the most prominent features, as they might well enough be if they did not detract from the handsome illustration of the article on one of the single pages. This fault does not apply to the "spread," where the illustration and the page are large enough so that the border appears more nearly in proportion. On the "spread," the line in orange, "A Slogan for You," is too weak, considering that it is the dominant display feature. The manner in which the Worcester company's building is "set off" amid other buildings by making the others faint and pale and by working in a tint over the building featured is admirable.

building featured is admirable.

THE RAINEY PRESS, DAWSON,
Georgia.—The letterhead for The
News Printing Company is decidedly attractive. The pleasing type
arrangement in Caslon Ould Style
italic shows to excellent advantage
printed in the soft blue ink. Another especially attractive heading
is that for The American Agricultural Chemical Company, also in
Caslon. While we do not like swash
capitals in mass, the cover for the

nia. Printed panel.

The tespecially attractive heading is that for The American Agricultural Chemical Company, also in Caslon. While we do not like swash capitals in mass, the cover for the Easter cantata, "The Crucifixion and Ascension," is attractive and quite unusual. The bottom group is quite low, both in respect to margins below and at the side of it and in respect to balance in the page as a whole. Other specimens, with one exception, are attractive. That one is the leaflet, "Progressive," for the News Printing Company. See entirely in italics it is not so legible as it would have been had roman been used. The display is weak, the design is bottom heavy and the handling of white space is not good, there being too much at the top as compared with the amount at the bottom.

HOUSTON-HILL PRINTING COMPANY, Arkansas City, Kansas.—The letterhead for Hudson's Garage is a beauty, the handsomest, in our opinion, of the many attractive and striking letterheads in the collection you have sent us. It illustrates how striking effects can be obtained along with beauty by the intelligent use of type, ornament and color. It is reproduced in the group on page 364. The color,

a soft yellow, could not be improved upon. You use this color a great deal, and we must say it makes a refreshing change when in soft tones as you employ it. The blotters are equally good, although of course blotters do not lend themselves so readily to attractive effects as letterheads. An-other excellent specimen is the announcement for the None Such Class. We wonder if the merchants cover designs we have ever seen. It is pleasing, interesting and quite striking, in spite of the limitations of one color printing, because you have selected type and border with a view to giving it life. The dance ticket for the Young People's Social is wholly unusual. We do not admire the motto card, "You can fool all the people some of the time and some of the people all the time, but

effect is that of a chopped off page. ment overshadows the type. The main trouble, however, is with the initial, for if it were eliminated and the type nicely squared in the space, or arranged in lines according to sense, a very pleasing

result would have been obtained.

O. R. Thompson, The Acorn Press, Jackson, Michigan.—"What of the Future?" is a delightfully

## BANQUET Tendered by The Ogden Clearing House Association OF BOXELDER COUNTY AND CACHE VALLEY Weber Club · Ogden Utah SATURDAY EVENING - MARCH NINETEENTH SEVEN O'CLOCK "Look you, I am the most concerned in my own interests."—TERRENCE

### Please Observe This

OPY received at three Saturday afternoon and programs delivered at seven that evening, while the bankers were seated at the table.

Service? Yes! Emphatically.

And, if you will just look, the work is A-1.

There were four pages in all, closely set. Here we show only two.

Whose Next? Mr. Gruver is at the chair, ready to wield a keen edge

THE A. L. SCOVILLE PRESS AT THE SIGN OF THE CHIMES OGDEN & SALT LAKE

Title page of banquet folder, reprinted as sample for advertising purposes. Designed by Arthur C. Gruver, of The A. L. Scoville Press, Ogden, Utah. Printed in deep bronze blue on buff stock, the effect was rich and colorful, even though printed in only one color.

Display page from folder, title of which is shown at the left. This piece represents a most effective way of advertising the talents of a capable typographical designer. Such advertising gives the printer using it a large measure of prestige.

and business men of Arkansas City realize they can not get better printing anywhere in the United States than in their little old home town. There are mighty few cities the size of Arkansas City where such printing service can be had.

The A. L. Scoulle Press, Ogden, Utah, in a recent and attractive piece of advertising featured several pages of a heavest pressed in the product pressed in the pressed in the pressed in the product pressed in the product pressed in the product pressed in the product pressed in the pressed

several pages of a banquet program menu produced in record time and menu produced in record time and up to standard quality. Emphasized in the page devoted to advertising the Press are the words, "Who's Next? Mr. Gruver is at the chair, ready to wield a keen edge." Why should not a printing plant exploit the talents of its typographical designer? Certainly if he is a good one, as Mr. Gruver is, his talents are worth much to the buyer of printing in the superior quality of the product turned out, and, as such, must be a drawing card. Furthermore, the mere exploitation of such a man suggests special attenof such a man suggests special attention and therefore a better quality of work. Two pages of this speci-men, a work of art in tone contrast, are reproduced to show what spark-ling and colorful effects can be obtained in one color printing by intelligent contrast.

OTTO VOLMERHAUS, Baltimore, Maryland.—"Investment Service" for Robert Garrett & Sons is one of the most attractive one color

you can't fool all the people all the time," although the general tone and color effect is good. The de-sign is not of pleasing proportions and with so large an initial the effect with only two full lines beneath is displeasing, there being five lines alongside. There should either be no lines below the initial

or there should be as many as alongside it. The R. SCOVILLE thinks you will be interested in receiving

our specimens just as they issue iron the Am. Gruver, typotect extraordinary. Notice the readability, simplicity, harmony, beauty, adaptability. Just notice! This is the sort of work that bids yield—once in a hundred years! Pay the price and you secure the quality. The laborer is worthy of his hire and the good firm of its moderate gain.

Do you jew a waiter down or do you tip him when you want something tasty? Well then! Come on! Order up!

THE A. L. SCOVILLE PRESS "At the Signe of the Chimes OGDEN & SALT LAKE

Card for stuffing envelopes in which The A. L. Scoville Press, Ogden, Utah, further advertises the talents and qualifications of its star typotect, Arthur C. Gruver. Black and orange on India tint stock gave a very pleasing effect in the original.

pleasing booklet, the cover being both beautiful and pleasing booklet, the cover being both beautiful and striking. The first quality is due in large measure to the pleasing color combination, old rose and black on brown stock, and the second to the unusual character of the design. At the left hand edge of the cover, running from top to bottom of the page, is a one inch band printed in old rose, at the right side of which triple rules are printed in black, these being respectively from left to right one point two points and six points in

respectively from left to right one point, two points and six points in thickness. In the lower right hand corner a large question mark is printed in the old rose, while near the top the title is printed in black from thirty-six point Bookman capitals. The text is printed from twelve point Bookman, which on the rough India tint stock gives a very pleasing and substantial effect, being also decidedly legible. If we should find fault with any feature it would be with the margins of the text pages, which are too nearly equal. The front and inside margins are too wide. The good features of the work, however, cause this fault to fade almost to insignificance, and we mention the fact only because it is in this respect that the howlets falls when I practhe rough India tint stock gives a only because it is in this respect that the booklet falls short of prac-tical perfection. A good body of color was carried in printing, which is desirable, and contributes to the excellence of the booklet.

## Collectanea Typographica



By HENRY LEWIS BULLEN



Long acquaintance with the best things enables one to discern quickly what is fine from what is common. —Ruskin.

HENCE the supreme value of masterpieces in all the arts and crafts. Hence the utility of museums of the arts and crafts. It is true that an overwhelming majority of printers are incapable of discerning between fine printing and commonplace printing, through neglect of the study of the masterpieces of printing. It is also true that a large proportion of this undiscerning majority actually believe that they are doing good They are more than satisfied with their own inferior standards. They revel in ugliness. They are incurious of the finer aspects of printing. They hardly ever enter a shrine of art or a place where fine printing may be seen. They are blind to the real beauty and significance of printing as an art. Thus they miss a great deal of pleasure and appreciably lower the status of printers in the community.

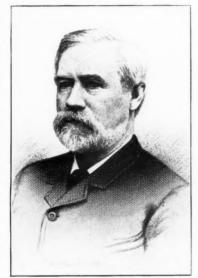
Oh, that more printers would become students of the fine and beautiful in typography and search out those examples which are masterly and will make ugliness palpable to the devotees of the ugly! Seek and ye shall find. Masterpieces abound. If you have not found them, the fault is yours.

#### Ugliness

IT is fortunate that so many persons like ugly things, otherwise so many ugly things would have no sale. Men in a savage state seem to avoid the ugly in what little art they practice. The Indians' wigwams, their clothes, their blankets and baskets are models of simple innate good taste. When men begin to be civilized they begin to like ugly things. When we see a piece of ugly printing we know that its author is just civilized enough to be able to cut loose from the safe and sound centuries old primitive arts, and just uncivilized enough to be charmed with anything different. He is like the Indian who discards his native and dignified costume for a white man's castoff clothing. The

arts of savage peoples do not change. The arts of partially civilized persons are constantly changing. Ugliness satisfies only for a brief time. Its short span of life is the final and sure test of its ugliness.

There is more ugly printing than good printing. We receive a letter with a



Lest We Forget!

Theodore Low De Vinne learned by patient study to discern what was fine from what was common. He was the superintendent of a great printing house before the scales fell from his eyes. As an apprentice and a journeyman he had no advantages which exceeded those of the average wage worker, except that as a boy he utilized every opportunity which the public schools offered to him.

heading announcing that it is from a place where "printing that talks" and "printing that is different" is done, and the heading is reeking with elaborately applied ugliness. The types do "talk," but they "talk" vulgarly. Such a printer is supported by persons who like ugliness. Why complain? It is a case of "where ignorance is bliss, 'tis folly to be wise."

The beginning of real civilization is hatred of ugliness. Looking around, we can measure the degree in which we are civilized. The moral is: Do not be too cocksure; do not cease to learn. A high civilization is grown from the seeds of

doubt; criticize your every effort; ask yourself, "What is wrong with this?" and try to find the answer. The answer, when found, will make ugliness ugly to you, and spoil the market for badly executed printing.

#### Here's a Good Printerman! Bless His Heart!

A<sup>T</sup> a meeting in behalf of apprentice training recently held in California, Ernest H. Dettner, printer, San Francisco, said: "For years I have made a practice of securing boys from orphanages. The boy has no parents who want him to be a doctor or a lawyer or an architect, a profession to which the boy may be unsuited. Take a boy from the orphanage and be a father to him, so to speak; teach him, help him. If you show this paternal spirit and reward the boy with higher wages as he progresses, he will stay with you. No other printers can 'swipe' him, as has been said. If you have trained him and shown the right spirit in developing him, he will stick by you. I have secured several boys from orphanages, and they are with me today. One has been in my shop for over twenty years."

#### Early Advertising Rates

In London in 1657, the Public Adviser appeared, the first periodical entirely devoted to printing advertisements. For advertising ships for sale a minimum of six shillings was charged, with a penny (two cents) a ton if ship was 100 tons and over. For merchandise, a minimum of five shillings and a commission of a penny per pound sterling if the value exceeded £30. No limit is placed on space occupied in the broadside, which gives the rates for a great many kinds of advertisements.

The first newspaper advertisement in Engand was of a book in *Mercurius Britannicus*, February 1, 1625. The book was illustrated "with a lively picture of the Prince and lady cut in Brasse" (a copperplate).

#### Early Advertising Monopoly

MONOPOLY for twenty-one years A of an advertising scheme was granted in England in 1611, to two gentlemen. The letters patent recite that all trade and commerce consisted "eyther in buying or selling or borrowing and lending. And for that a great defect is daily found in the policie of our State for want of some good, trusty and ready means of intelligence and intercourse between our said subjects in that behalfe . . . for want of good and ready meanes to give generall notice and publique intelligence of such their intentions to many that would (if they knew thereof) as willingly buy as the others would willingly sell." The plan was to set up registers of offers and wants in public offices or places of resort, such registers to be called "The Publique Register for generall Commerce." This is the earliest reference to advertising as a profession in England.

#### Pretense Versus Production

In the April Atlantic Monthly there is a delightful essay by Edward Yeomans, a Chicago manufacturer of steam pumps; the title is "Recreation." It is an essay comforting to folks who do things and yet see the honors and profits go to folks who merely talk or write about things which for the life of them they could not do. Thus writes the pumpmaker:

And now the man who knows all about books, and is called a "professional" man, who gives directions for doing things in a very autocratic way, is much more honored than the man who knows about materials and tools, who is a craftsman. Esau has sold his birthright to Jacob. But do not let us deceive ourselves for a single minute. The craftsman is likely to be the better man. The fact that fame remembers him with no familiar name must not deceive anybody. . . . It's the man who uses his whole battery of power, not just the man on his feet with the currents of the Earth's life charging him - not insulated, but a conductor.

The world is mismanaged by a body of pretenders, singularly helpless persons, with the faculty of talking down to the producers of every degree—the machinist or the artist—adepts in the art of condescension from useless to useful persons. Bankers, brokers, lawyers, manipulators of working people's savings, promoters, and other schemers have their place, but should it be the commanding place? Says Mr. Yeomans:

These assiduous taskmasters have got us so bewildered with the music of their bandwagon and the antics of their menagerie that we actually don't know what to do with any time left over after they have taken their huge slice, but continue to fol-

low the parade and indulge in their peanuts. Look at the boulevards, the theaters, the summer gardens, the automobiles, the motor boats, the moving pictures, the victrolas, the Sunday newspapers, the popular magazines.

It would seem that one of the most essential of the lessons of life is this—what to do with leisure time so that it shall always be recreative; so that it shall always renew a right spirit within you. As a matter of



Typography - the Art Creative of Arts.

fact, if our work was the work most suited to us; if we expressed ourselves very directly in our work and if we did not have too much of it; if we did not violate the dignity and the beauty of it by doing too much in order to secure larger rewards and a quicker recognition; if it was not so much competitive work and was more coperative and intensely friendly and exhilarating; then recreation would only be a different kind of work. And that is what it is at its best; and yet there is a place for quiescence, for passivity, and a most important place.

The game is a great feature in morale and, to a certain extent, in ethics. But the tendency to idolize victory and aggressiveness generally is always present and often overshadowing. People "determined to win" are hardly more wholesome than people unable to win, because in winning they usually lose more than they gain, both for themselves and for their contemporaries. They lose their souls, their critical judgment, their open mind, their generous hear, and they make it seem that you can afford to lose these things if you win by doing so.

A game that involves a real antipathy for an opponent is not a good game. It is the forerunner of the business game, and the business game easily becomes the war game — the game of those who sit in the seat of the scorner, who stand in the way of the sinner, those who walk in the counsel of the ungodly.

#### Use of the Margin

MOST of us earn our livelihoods in a routine way (more or less) and within prescribed hours. We have a job, and beyond that we have leisure, which is the margin of the job. With few exceptions our characters are made or marred by the use we make of our margin. We take on social or civic activities, avocational studies or sports or (more commonly) mere means of killing time. Happy the man whose life in his margin is busy and self contained and who is not dependent on boughten amusements or trivial games to keep himself from ennui. Nothing is more tragic than the closing years of a man whose life has been all business - who has not cultivated his avocational margin - and who, therefore, when released from business is devoured by ennui. Wealthy such a man may be, but still a dismal failure. Pitiable is the man who has to work to "kill time." No man experiences the full pleasure of life who is not progressing intellectually, and the best part of every man's education is that which he gives himself from year to year. Hence the value of an intellectual hobby of some intimate kind which will bring such interest into one's life as to make the years all too short for accomplishing one's aims. The hobby promotes pleasure in one's own society. Sports and games of skill may be taken on without detriment to one's intellectual hobby, but can never bring such lasting pleasures. The printer who cultivates fine book or specialized book collecting as a hobby is specially fortunate, for the pleasures of his hobby react upon his routine work, brightening that which otherwise is too often commonplace and monotonous.

#### The Learned Printers

TRULY we may say without exaggeration that those great printers, the Aldi of Venice and the Stephani of Paris, are more worthy of commemoration for services rendered through scholarship than those modern castigators of ancient texts, the Porsons and Lackmans, whose names are on every lip. The enthusiasm of discovery and the rich field for original research offered to those early printer editors may be reckoned as compensations for their otherwise overwhelming toil.

- John Addington Symonds.



BY G. L. CASWELL

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company,

632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

#### Leading Questions in a Newspaper Survey

Knowledge of its own field should be an asset as valuable to the average newspaper as any piece of machinery or equipment in the plant. Nay, it might be far more valuable, as such knowledge would enable the publisher to equip his plant properly.

The idea is suggested by some recent trade surveys conducted by newspapers with efficient men in charge, so that comprehensive compilations of the results are obtainable. One such was at Washington, Iowa, a live little city of six thousand people, where the *Daily Journal* flourishes as the best servant of the people of that and adjacent community. Another was at Spencer, where the *News-Herald* is one of the noted weeklies of the State. Another more limited survey was made in the territory of the Canova (S. D.) *Herald*, a smaller weekly. Some of the facts concerning a survey of this kind may be interesting.

At Washington 2,500 questionnaires were sent out by mail, with the request that subscribers fill in the blanks provided, and not sign their names. It was believed that people would express themselves more freely and honestly if the replies were anonymous. Fifteen per cent of the questionnaires came back, telling the publishers how subscribers liked the paper, how they regarded certain features of it, how they liked trading in the town, whether they read the advertisements, what kind of advertisements they read, how they liked the merchants and which ones, whether or not the advertising done in the paper induced them to trade at certain places and a lot of information along those lines.

Many of the replies suggested improvements for the paper. For instance: "Write editorials on manners"; "Publish the news regardless of persons concerned"; "More local items"; "League games"; "Political news of all parties"; "Change correspondents occasionally"; "Add a good continued story"; "More editorials and less advertisements"; "Stock breeders' advertisements are often vulgar"; "Put advertisements in earlier for benefit of rural patrons," etc.

One question was, "Do you read the advertisements?" As a result of this question the business men got some idea of what their newspaper advertising was doing for them; 97.10 per cent of the city readers, 100 per cent in the rural districts, and 95.83 per cent in the outlying or other community centers of the trade territory answered "yes." Want advertisements run as classified struck the highest percentage mark — 99.19 per cent in the city, 100 per cent in the rural districts, and 97.44 per cent in the outlying territory. Less than one per cent said they did not read the want advertisements.

"Among the stores, where do you usually trade, and why?" was a question that gave the business men something to think about. On clothing stores the answers ran in the following order of importance: Quality, reliability, friendship, accommodation and courtesy, price, habit, can give no reason, location.

Shoe stores: Quality, first; accommodation and courtesy, second; price, third. Millinery stores and furniture stores the same. Jewelry stores: Accommodation and courtesy, first; have no reason, second; quality, third; reliability, fourth. Price was next to last. For dry goods stores: Quality, courtesy, reliability, and then price and friendship next.

And so on down the list of trades. "Do you believe the advertisements?" was another question. In the city 86.87 per cent said they did; in the rural districts 88.89 per cent said they did; in outlying districts 100 per cent.

Asked if they had found specific instances where advertisements had proved exaggerated or untruthful, an average of about ten per cent of the replies said they had, and they specified some. Asked if men read the advertisements, about 75 per cent of the replies said they did; about 25 per cent said they did not.

Questionnaires having been sent out only to the women of the territory, the replies came mostly from them, and were therefore more valuable as a guide to trading conditions. One blank space, provided for criticisms and suggestions for the newspaper, brought forth a variety of "brickbats and bouquets" which fairly took the conceit out of the publishers, and at the same time put them on their mettle to satisfy their people.

Very often we have heard of newspapers conducting somewhat limited surveys of their fields to learn what part of the paper most pleased their subscribers, what they would prefer added, and something altogether along newspaper lines. But this survey, combining the newspaper and business interests of the city, made a hit that has attracted wide attention, and the publishers have felt it sufficiently worth while to print in the form of a booklet. We present the above very abbreviated report of the survey simply as a suggestion of its scope and value, with the possibility that some of our publisher readers may be considering similar action in their own fields.

#### Trying for Local Dealer Cooperation

It seems rather remarkable that one of the great harvester machinery companies should be promoting, at great expense, a plan to secure more local dealer coöperation in the matter of advertising in newspapers. One, and possibly more, of such companies, have very clever and efficient men located at different points over the country working quietly and persistently on plans to get local implement dealers to do more advertising in local newspapers. What these men want to know is how they can best get such local dealers interested and start the advertising at work. It seems to us this is the strongest testimonial as to the desirability and effectiveness of local newspaper advertising we have heard of. If immense corporations are willing to spend great sums of money to help educate the clients of local newspapers to the point of doing more advertising for implements, why should not the local newspaper publishers take advantage of the opportunity and help make the work of the harvester company stick? Usually local implement dealers are slow about advertising, and at least they are not persistent about it. They handle products on which there is several dollars' profit on a sale, and yet they fail to study the matter of advertising to make such sales. Many local publishers absolutely fail to connect with these local dealers and, in some cases we believe, they have never tried to sell their newspaper advertising to such dealers. Manufacturers are spendthrifts in the matter of artistic advertising matter and expensive cuts for newspaper use, yet these cuts are not used to even a reasonable extent. There is a place here for better contact and a complete union of interests. Suppose you

can inspect the contract and the material offered them. We hear of some very questionable methods in such business occasionally that savors more of easy money than service—and the result is injury to your own advertising business.

If you would cultivate and maintain the interest of high school pupils in your own publication, give the high school a department in your paper and get the bright boys and girls of the school into competition for the honor of writing for your paper. If you neglect doing this, you must expect they will look for means of providing a publication of their own, and incidentally furnishing you some competition. Even job print-

## The Lake Forester.

VOLUMB XXV	LAKE POREST, BLUMOSS, MAY 16, 1919	NUMBER	
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## THE LAKE FORESTER

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operant to recription the Bestimes leasure. Brown. Cortin, Washburn.	Shords gyposynus last Prids; night, are to give the play agels for the	nage select. the Lake County street must, and	nains, Hr Marriett mel. This is the record time within a	Fromp assessment of the ex- paphone of the Holes Muries and William Dwift, the made early the	MED-WINTER EVENTS
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Mrs. Fred Dictation's Competito		Out of the mater expent by the	advent of metall	Louis P Detti. The attents, a will come to the spring it to said	queen Brailig
inglish, specification, setting and sitted?	Spot passes: (blk year and the textor does be been formed to servit possible	reported tobapping of the title child-	MERT WEER'S PROGRAM AT DE LUXE THEATRE	LOWERS MILE PRICE	Today and tomorrow the big tidl steam functions are being being Lake Former confirme. These offer
ing the evening had have different. and a bugo vocasse and spelt one up-	mart in raining the none age motory for the exhibition of a worth while	Cub Furt. (five the Thomas home to North averse. Wastegen, and the	AT DE COM THEATER	MAY DROP PURTHER	Labo Furnet available. This offer
pd with their I have taken in the laps of a rejonance	pear-best. The servic class is, there- form, engineer than there will be a	Oct of the mater count by the experient intempray of the tre circle eas of Hr and Hrs E. B. Women of Cale Park, from the Thuman home or Horth avages. Westings, and the further standard affects tooling place of Fee Lake which tecorate Hrs.	Sendor pad Namico Devid State to "Patric Vision"	A palestant former to the prior	the 2 W States & Suggest of
-Coordead	unpo attendence at the busels per- ferenced. The play basel, a force to	further encounted affect testing place of Fee Labe office leaving Mrs. Witten and M. A. Meyers, a bear facility, mitted at-place racket sales sating development officers the bea-	Supply and Months, Dame Becker	a gamman corrumn is one prior of still has been antisomered by Albert Quelit, heat decrytics. He tage semiconted that offer Henrip 1, with will be 10 roots a quest, and outgoint that the public work for the there were	the Anadory rispel, inglesting in the Albert the story will be up to former in the groupston. To
GORS TO PITTER BUILD	three acts. to very disligately and named Three who make as furticate		Western to all other seek to Wakle Western to the Section Eve.	he (if roots a great, and singular that	formed deser to the grouppings. The
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	A STUDENT RECTAL	for he has come to the combined that "manufacts was made of a stole gift." He finds that his wife is more	both," a Paradocum pirture. Welbus- day, Alice Boody to "The Nove York 16as," a specifing country of depi- rage and diverse. Thoroday Carl	SMALL BOOF FIRE	the Wascanda, Win, high orbest too
				AT BALLPHIN BONE	to the callege groupestom. Protect of artists of Edit extent to Congress out will present "Notice
i. Or Thursday to us to spellik as	Late Front Copening School of	dods rise the elicites were not bid.	Exam at Leve", a universal picture. Prology and Settenday Lewis J. Sats.	The fire department was called to the home of High Baldwin in the Clair.	But the Traft," or Beery C Described in the Culture company To purchase on the public to the public
green and so Friday, Fabruary III.	aformace of Books, Feb. 21, at a 80	gate of the specific value in the second party need to be seen that the shiften were not bit support, but had second been taken any from the Pendingen residence by 35th Wilson's herper, othe finish	Exam at Leve", a universal picture. Prology and detending Lewis J. Sats. and property, Copyrup Facric to "The Board to Apalottes." described by Wil-	my mad Monday might about 11 db	performance in spin to the public Fellowing title at sight there will be
	casts writed it all take place to the auditorium or Ferry Hall	then beginn the world to see their	two P S Kerls Security metros	to sin real, this opinity artispoints (units damage resulted)	to the Arolliny groupmen.

At the left the first page of The Lake Forester, of Lake Forest, before Udell Brothers took hold of it. Loaded up with display advertisements it resembles a display circular more than a newspaper. Many styles of type — among which only the Cheltenham Bold, used in a few instances, is attractive — create an inharmonious effect that is confusing in addition to being displeasing. Contrast this page with the one at the right of it. By clearing the first page of advertisements and installing a good system of headlines, Udell Brothers have a first page that is good looking and interesting.

interview your local implement dealers oftener and find out what has been offered to them in the way of advertising service, advertising cuts, rebates or credits for advertising. It may open up a mine worth working.

#### Observations

Did you make up a special Memorial Day page or two page advertising spread for your business men? If not, get some cuts and try it out as a Fourth of July proposition, or hook up your local ball team interest with some real business.

Buck up, publishers. As long as wrestling matches and picture shows get record attendance, and automobile business stays at par, there is no great calamity or hard times hitting this old U. S. A. A little falling off in advertising now may mean a bigger run when the public gets back to buying other things.

Advise your merchants and bankers to steer clear of special "advertising service cuts"—so called—until you

ing plants often find their way into high schools, temporarily, because of the indifference of local publishers who do the printing for their towns. One publisher we know of takes high school boys and girls into his office and gives them a regular outlined course of study in printing, and the students get credit in manual training at school for the work they do. Some of the best instruction received by such pupils in school comes to them through real and productive work in the printing office. It is worth while, also, to apply this idea of a special department to your local farm bureau if you do not want the agent or others to think of installing their own bulletin or paper. If publishers do not meet the demands of their field they are likely to lose control to some degree.

A forty-four hour week for printers in the country is an impossibility, or, at least, it is incompatible with good wages, which the country publishers and printers now aim to pay and continue to pay. Even the eight hour day is not observed in country shops, for the reason that help employed in such shops are not compelled to travel miles and hours to get to

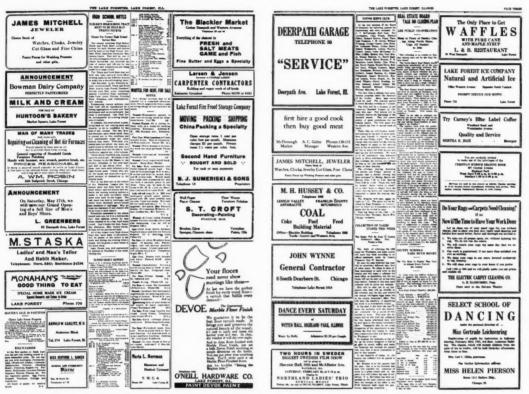
their work, as in the cities. While an eight hour day in the city may mean ten hours away from home for the workman, in the country it may mean two hours just wasted and frittered away, as a rule. Therefore, nine hours is the universal rule in the country newspaper and job printing shops, and they are in position to maintain that basis if they cultivate the raw material that is available for help in such places.

A school of printing was recently established in South Dakota State College, at Brookings, South Dakota. It was believed that the shortage of printers in the past two years Advertisements are generally well arranged and displayed, but they would be improved — and the appearance of the paper along with them — by the general use of one series of display type and by stronger display in some instances.

use of one series of display type and by stronger display in some instances.

C. R. THOMPSON, Redfield, South Dakota.—The first page of the Journal-Observer is excellent. It could be improved by the use of two more hand set headings in the second and sixth columns, about six inches from the bottom. These would overcome the effect of blankness apparent at the bottom and improve the balance of the page as a whole. Presswork is excellent, but we regret that you did not send us the complete paper. It is just as important that inside pages and advertisements be well handled as the first page.

The Cowichan Leader, Duncan, British Columbia.— Our compliments on an exceptionally good paper. The first page is excellent, combining in a marked degree the qualities of dignity, neat appearance and interest. Advertisements, as a rule, are overdisplayed, both as regards the number of strong display lines and the exceptional sizes of those lines. The fact, too, that extra condensed



We have long advocated restraint in use of type styles and have insisted that the general use of one standard display face results in a more pleasing page without loss of effectiveness in the advertisements. Here are two pages almost identical in makeup, but in the one at the left many styles of type with varying degrees of ugliness are used, whereas in the page at the right Century is employed almost exclusively. Take your choice, but if, as is unlikely, you choose the page at the left we'll question your taste. Uniform borders would further add to the attractiveness of the right hand page.

might lead publishers in that State to send boys and girls in to the school to learn this useful and valuable art as a means of livelihood and creditable occupation. Superintendent Thornton reports, however, that during the winter South Dakota editors sent but one student to this school of printing — all the other pupils came from other States. Rather an unaccountable indifference, it would seem.

## REVIEW OF NEWSPAPERS AND ADVERTISEMENTS

BY I. L. FRAZIER

W. E. Ballard, Three Forks, Montana.—The two page spread, "Grand Forks First Great Co-Operative Reduction Sale," is forcefully displayed, pleasing and interesting in appearance. The use of one style of display type throughout, the excellent Adstyle, is responsible for much of the excellent appearance.

The Shenandoah World, Shenandoah, Iowa.— Outside the fact that the presswork is a little pale the paper is excellent. First page makeup is excellent, but the outstanding strong feature is the composition of advertisements, which are pleasing, and effective in display at the same time. The paper gives every evidence of excellent management.

E. S. OWEN, Fremont, Nebraska.—The Herald is attractive'y made up and is well printed throughout. The first page is interesting and nicely balanced.

types of the block letter type are often found next to lines set in extended Cheltenham Bold, strikingly different styles of letters, makes an inharmonious and displeasing effect. Certainly if a change in style is essential among the display lines of an advertisement you can at least avoid the use of such different shapes. Presswork is very good indeed.

UDELL BROTHERS, Lake Forest, Illinois.—The improvement that can be brought about in the newspaper by the general use of one series of modern and stylish display types for the advertisements, as advocated for years in these columns, could not be better illustrated than by a comparison of the Lake Forester before and after you took hold of it. Another comparison which will serve to emphasize a point we have often referred to is in the appearance of a first page containing display advertisements and one that is clean. There has also been a marked improvement in the display and arrangement of advertisements, and in makeup generally. Two pages from the paper before your control of it and two since are shown here so that our readers can see just how great an improvement is made by these simple changes.

The Denison Review, Denison, Iowa.—Your "Spring Number" is admirable. The specially drawn initial page is not only attractive but adds character to the edition and value to the advertising, suggesting at once that spring announcements of the merchants are featured. The advertisements, several of which are reproduced, are remarkable, being decidedly metropolitan in appearance, thanks to good display and the use of effective illustrations. It is an issue to be proud of. We are pleased to note that you follow the leading tenets of good printing and publishing, that you have a care for attractiveness of appearance, especially because we have been bombarded this month by publishers and printers who elaborate on the success they have had in the publishing field while disregarding the teachings of this department. We are pleased to note even greater success by publishers who rigidly follow the suggestions we have made for improvement.

FRANK E. ROBERTSON, Washington, New Jersey.—The Star is a remarkably fine paper in every way. Minor faults, correction of which would result in improved appearance, are as follows: It is not desirable to crowd all the news headings on the first page close to the top. Some of the larger headings, at least the two line heads set in twelve point capitals, should appear in the bottom half of the page in order that there will be an appearance of balance in the page as a whole and in order that the interest contributed by headings will be gained for the whole page. While the display and arrangement of the advertisements are excellent, the fact that different shapes of type are used in individual advertisements detracts materially from their appearance. The best looking paper is the one in which one style of display is standardized. We can excuse the use of different styles in different advertisements, however, but not in a single advertisement, where there should always be an effect of relationship and of unity. The wave rule borders quite generally used should be discarded and straight line rules used instead. The decorative linotype rules are far less

THE DENISON REVIEW
THE PARTY TOU TAKE 1800E

PORT OF THE PARTY TOU TAKE 18

The Denison (Iowa) Review, for years published by G. L. Caswell, coeditor of this department, is a real newspaper now, as it was in Caswell's regime. Here is an especially drawn first page for a special number, which, as they would say in tin can alley, "cops the berries."

satisfactory than plain line rules would be. Presswork is pale on some of the pages, and there is some evidence of slur also, faults often noted when flat bed perfecting presses are used.

The Sun, Sunnyside, Washington.—The issue of your paper published by the students of the local high school is an excellent one. Doubtless it created a lot of local interest. Presswork is somewhat uneven, doubtless the result of hard rollers. The advertisements vary in quality. Some of them are very good, whereas others, for example, the half page display for the Cloud Dry Goods Company, are weak and displeasing. This advertisement is a jumble of monotonous display with no outstanding display, nothing stands out to attract attention, as in the display for the Kielsmeier Department Store advertisement on the opposite page, which is strong. The advertisement for Cline & Young could have been greatly improved if some of the space wasted around the panels in the lower sections had been used for setting the heading and the introductory matter at the top in larger type. This advertisement is not at all well whited out. The spotty border of diamond shaped units, often used, is undesirable. First, it does not harmonize with the type; second, it is displeasing; and, third, because of its great prominence it detracts from the type enclosed within it. A border should serve its purpose of classification, unification and separation unostentatiously — that is without attracting attention to itself — just as the frame about a picture must not draw attention from the picture.

The Hebron Journal, Hebron, Nebraska.—While we admire the editorial excellence of your "Golden Anniversary" issue, it is far from standard mechanically. The presswork is very poor indeed. The halftones are poorly printed, so pale and uneven that in many instances it is all but impossible to distinguish the character of the buildings illustrated. We have seen some excellent halftone printing on news stock such as you use, hence are not expecting too much when we find fault with the workmanship on yours. However, the safe plan on an edition of this character, when halftones are to be used, is to use smooth stock. Advertisements are quite well displayed and arranged, but would be more pleasing if fewer styles of borders were in use. Makeup is very poor. On one page we note three two column advertisements across the top of the page, and two across the bottom. On the facing page the second and third columns

are filled, except for a small patch of reading matter about 1½ inches deep at the top, while there is a three column, ten inch advertisement at the top of the last three columns and a two column advertisement immediately below it, leaving a patch of reading matter in the open space, isolated from the rest of the reading matter of the page. The pyramid makeup would add greatly to the appearance of your paper. Group the advertisements in the lower right hand corner of each page for just one issue, then tell us what you think of it. You will never go back to the present system — or, rather, lack of system.

O. K. FJETLAND, Lemmon, South Dakota.—The most remarkable feature of your paper is the immense volume of business done through it in a town of only 1,200 people. To increase the business almost four hundred per cent in four years, even considering the large increases in wages and materials, is quite out of the ordinary. It demonstrates real business ability and proves that the newspaper publishing business is getting better all the time. The writer can remember not so many years ago when a publisher in a town the size of Lemmon was satisfied to make a living, and when many publishers in small towns were obliged to take such minor public jobs as Justice of the Peace in order to make both ends meet. We're delighted with your showing. The paper itself is excellent and the first page is invariably interesting and attractive in appearance. While the advertisements are well arranged, and generally forceful in display, we note that they are not arranged on the pages in an orderly manner. We recommend as your next achievement the pyramid makeup, that is, that you arrange the advertisements in the lower right hand corner of each page, leaving the upper left hand corner for the reading matter. With this style of makeup followed throughout a paper the appearance is greatly improved, owing to the systematic order then prevailing. While advertisers can not all have position next to reading matter in the pyramid, the fact that the readers can finish the text of a page before being confronted with advertisements is a compensating advantage. It means that when they get to the advertisements they are more likely to give them the careful attention required for results.

compensating advantage. It means that when they get to the advertisements they are more likely to give them the careful attention required for results.

Fred A. Stevers, Hartland, New Brunswick.— It is refreshing to know you realize the Observer controverts many of the "pet theories," as expounded in these columns. We'll grant you the right and honor you for the success that has attended your efforts in publishing the Observer with the pne object in view of "getting the most money out of it that we can." If necessary, however, we'll fight to the last ditch on the issue that what you term "pet theories" are cold, hard facts. You have made a wonderful record, but are you sure you could not have done just as well if you had prohibited advertisements on your first page and if you had set the advertisements in more attractive styles of type? Others have, here in the States. It is not because we place the esthetic above business that we advocate attractive, readable newspapers, but rather because we think in the great majority of instances it is good business to publish good looking papers. Our experience has shown that between competing papers, equally well managed, the good looking paper leads the field in ninety per cent of the cases. Furthermore, why should not a publisher have a pride in his paper, along with his ambition to make as much money out of it as possible? Do you insist that your advertisements would be less strong if set in stylish bold types than in the old fashioned, crude letters you so often employ? Do you consider that the frequent intrusion of block letters, both extended and condensed, in advertisements otherwise set in the excellent Cheltenham Bold adds to the display effect? Do you think the value of the Phillips & Pringle and Dickson advertisements in your March 31 issue is heightened because they have no borders? The fine column rule does not effectively set these advertisements thus running together please you? Your presswork is good. Outside the points mentioned the advertisements are sat

FROM Ed Crossfield, foreman of the Enterprise, Livingston, Montana, we have received the following interesting letter: "I have read with interest the item you published in The INLAND PRINTER this month and I know you don't realize the difference between the East and West. In the East the papers have their readers educated to the small headings, which I, myself, am strong for, but out here the paper that sells is the one with the big headlines. If you doubt this statement look over the Anaconda Standard, Butte Miner, Miles City Star, Great Falls Leader-Tribune, the Helena Record-Herald and a lot more. The Denver Post never has a line of eight point on the first page and the people are wild over it. If the Enterprise would attempt to run small headings the people would say it wasn't 'newsy' and would subscribe for the other papers. I am trying hard to make the Enterprise the best paper in the State. I always group the locals. I take a lot of pride in my front page, work for perfect balance and also watch my ink closely. The merchants believe in getting their money's worth of type in an advertisement and all seem to think that black type is read quicker than light face and a lot of white space. I am also strong for one series of type in an ad. If I had my say I'd discard all the black face and get a series of Cheltenham type, both in light and bold. The Cheltenham Medium is a mighty fine line for display and if I could only get the people here to believe as I do I'd be happy. About the front page again, the Bozeman Chronicle and the Havre Promoter both use twenty-four and thirty-six point heads and overdo the use of them, but their reason for doing so is the same as ours, 'to sell.'" Mr. Crossfield, it can be seen plainly from the foregoing, gives a lot of thought to his work. We don't doubt the fact that there are many people who prefer a paper that is mostly headings. If it were otherwise certain papers in this country would not have as many subscribers as they do. Also, it is quite possible that there are commu



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

#### "Color Mixing Guide"

Harry A. Meisenbach, Jefferson City, Missouri, has compiled and printed a valuable treatise on the mixing of colors and tints for the use of the pressman. This booklet has many points to recommend it. It is plainly written, the explanations are clear and concise. The color formulas are sufficiently exact for any one to grasp, and the color harmony tables can be relied upon to cover almost all the demands of an average pressroom. The booklet is well printed, and doubtless will be appreciated by a host of readers. It will be supplied by Mr. Meisenbach at \$1 a copy.

#### "News Print"

"News Print" is the title of an unusually fine specimen of typographic art recently received from the International Paper Company, New York. W. E. Haskell, vice president of the company, is the author. This volume contains a history of papermaking from the earliest times to the present day, and a detailed description of the processes used in the manufacture of news print from the time the pulp wood is harvested in the Northern forests until the finished product leaves the mill. Chapters are also devoted to the International Paper Company's woodlands and water power, and to the organization of the company. The book is printed on a high grade of heavy ivory paper and is copiously illustrated with tinted halftone reproductions of photographs and crayon drawings. It is printed by the Bartlett Orr Press, New York city.

#### The Old Kansas City Dinner Club

An interesting little book, "Memories of the Typothetæ Dinner Club of Kansas City (1900-1909)," has been issued as a souvenir of the reunion dinner held on May 18, the twenty-first anniversary of the founding of the club. The author, R. B. Teachenor, has given an interesting and intimate sketch of the old club and its members, with humorous references to certain traits of individual members. During its nine years of existence the club became famous and attracted many notable visitors both in and outside the printing industry. To S. G. Spencer, of the Spencer Printing Company, is due most of the credit for this excellent piece of bookmaking, also to other members of the club who coöperated in the work.

#### "Here Type Can Serve You"

"Here Type Can Serve You" is the motto of J. M. Bundscho, Advertising Typographer. It is also the title of a very attractive book he has issued explaining the Bundscho service to buyers of printing. This volume gives an interesting account of the Bundscho organization, examples of type faces and specimen pages of advertising set by Bundscho, which are familiar to readers of the leading magazines. Mr. Bundscho is a strong believer in the importance of type in advertising. To quote from the book: "It should and can be as vital and dynamic in an advertisement as the artwork, layout or copy." Mr. Bundscho likes plain type faces, and

he has carefully avoided grotesque and bizarre effects. Dignified simplicity is the keynote of Bundscho typography.

"Here Type Can Serve You," published for private distribution by J. M. Bundscho, Garland Building, Chicago.

## "The Master Printer's Annual and Typographical Year Book"

The second annual edition of this excellent and comprehensive reference book of the printing trade in Great Britain has been received from the publishers, Spottiswoode, Ballantyne & Co., London. The volume contains a calendar of notable dates in the history of printing, reports of various printers' organizations, numerous directories, a digest of legal matters of special interest to printers, miscellaneous information and a section entitled "Who's Who in the Printing Trade." Published by Spottiswoode, Ballantyne & Co., Limited, 1 New Street Square, London, E. C., England.

#### "Some Notes on Catalogue Making"

This booklet is practically a copy of an address made by Samuel Graydon before the Technical Publicity Association of New York, January 14, 1909. A new edition has been printed in response to numerous requests for copies.

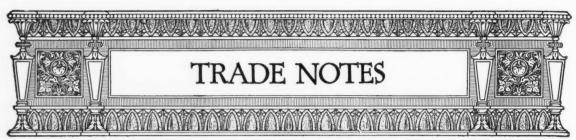
Athough a period of twelve years has passed since this speech was given, its contents apply more than ever to present day conditions. Direct mail advertising has grown rapidly, and the value of the catalogue is realized more strongly than ever before. The principles set forth by Mr. Graydon are sound, and the idea of simplicity and good taste in typography has been followed by all publishers of high class catalogues. In conclusion the author emphasizes the fact that the most effective catalogues have been produced by an advertiser and a printer, having mutual confidence, getting together and producing jointly.

"Some Notes on Catalogue Making" has been published for private distribution by Wynkoop Hallenbeck Crawford Company, 80 LaFayette Street, New York city.

#### "Printing Inks and the Harmony of Colors"

This volume, though small, is quite comprehensive and contains much valuable information on the subject of color printing. The different varieties of inks, their ingredients and uses, are discussed in a clear, concise manner. Ten pages of color charts show the results obtained by mixing different colors. The theory of color is dealt with very briefly, as the average printer is more concerned about the practice of color printing than with theories. The author's treatment of the harmony of colors is clear and simple. The book is written in non-technical language, and can be understood equally as well by the buyer of printing as by the printer.

"Printing Inks and the Harmony of Colors," by C. W. Hackleman. Published by Commercial Engraving Company, Indianapolis, Indiana. Price, \$2, postpaid. May be ordered through The Inland Printer Company.



Brief mention of men and events associated with the printing and allied industries will be published under this heading.

Items for this department should be sent before the tenth day of the month.

#### Annual Convention of Photoengravers

The twenty-fifth annual convention of the American Photoengravers Association will be held at the LaFayette Hotel, Buffalo, New York, June 23, 24 and 25. The business program this year has been shortened to six important topics. This will give every one a chance to be heard in the discussion of these topics. The most important subjects for discussion are cost finding and the creation of a welfare fund, Business conditions make it advisable for every photoengraver who can possibly do so to attend this convention.

## Hoffman Type & Engraving Company Moves

The Hoffman Type & Engraving Company, of New York city, has moved from 71-73 Fourth avenue to larger quarters in the American Felt Company building, 114 East Thirteenth street. The concentration of all the machinery on one floor will give the Hoffman company better facilities for serving its customers. The Hoffman company is the American distributor of the products of the Karl Krause Machine Works, Leipzig.

#### New Era Manufacturing Company Organized

The New Era press is now manufactured by the New Era Manufacturing Company, Paterson, New Jersey. This press was formerly made by the Regina Company, New York city, but, owing to the growth of other lines of business, its manufacture was temporarily discontinued. F. J. Gubelman, president of the Regina Company, resigned to organize the new firm and continue the manufacture and sale of the New Era press. Many old employees left with Mr. Gubelman to join the new company. The New Era Company has taken over the drawings, patterns, dies, stock of parts and the unfilled orders from the Regina Company, and is now in a position to furnish all parts for New Era presses.

#### A Blowerland Burner for Platen Presses

Among the devices listed in the Latham Automatic Registering Company's new catalogue of composing room and pressroom equipment is the Ideal blower and burner. This appliance is used on platen presses having Miller feeders attached. Its object is to eliminate static electricity and improve the quality of the work done on Miller feeders by reducing to the minimum the spoilage caused by offset. The printed sheet

passes over the burner, and when it has settled down on the jogger board the blower forces the heated air down on the face of the sheet, thereby causing the ink to dry quickly.

#### A Correction

Our apologies are extended to the Hickey Typesetting Company, Syracuse, New York, for an injustice done them through an error in our April issue. In an article entitled "Syracuse Firm Produces Big Linotype Job," on page 92 of that issue, it was stated that the composition of the county enrolment, consisting of 94,647 names, was produced in record time on six linotypes. As only two linotypes were used, the whole aspect of the story is altered, and the achievement of the Hickey Typesetting Company is made even more remarkable than appeared from the article.

#### Graduation at Indianapolis

The graduation exercises of the U. T. A. School of Printing at Indianapolis will be held on Friday, June 10, 1921. The program will consist of an inspection of the school in operation from 9:30 to 12:30, a luncheon served to all present at 12:30, and graduation exercises in the open air amphitheatre at 2:00. There will be good music and interesting addresses. This will be an excellent opportunity to visit this school, which is so important a part of the work of the U. T. A. and ought to be better known personally to the members. All Typothetæ members and others interested in the school or in the general problem of education for the printing industry are cordially invited by the Committee on Education of the United Typothetæ.

#### The Air Brush

The Photo-Miniature, No. 181, recently received, is devoted to the air brush, and should interest artists, photoengravers, lithographers, and workers in rotogravure. The possibilities of the air brush in experienced hands is almost unlimited. In rotogravure, for instance, where re-etching of the copper roll is not practicable, the effects must be obtained in the negative and positive. How valuable would be the air brush in softening the shadows and strengthening the high lights, with the contrary effect in the positive. Some inventor will make an air brush of glass or other ware that is acid proof, and then photoengravers will have a handy tool for re-etching both zinc and copper plates. Tennant & Ward, 103 Park avenue, New York city, are the publishers.

#### Byron E. Brown Passes Away

The printing and allied trades lost a man prominent in the designing and development of labor and time saving machinery when Byron E. Brown, secretary and factory manager of A. G. Burton's Son, Inc., passed away on April 8 after an illness of twelve days. Mr. Brown had been active in the manufacture of printers' and bookbinders' machinery for the past ten years, and was a life member of the Hamilton Club, of Chicago.

#### A Distinctive Folder

An attractive mailing piece has been issued by the Cleveland Folding Machine Company, Cleveland, Ohio, to supplement the company's magazine advertising in a campaign to help printers sell more direct advertising. This folder is an excellent example of the attention value of unusual and distinctive folds which can be made on the Cleveland folding machine. Sets of folded dummies have been prepared, which will be distributed by the company.

#### A Useful Chart

A chart containing much useful information for printers and engravers has been received by THE INLAND PRINTER from the author, William Henry Baker, Advertising Agent and Consultant, Cleveland, Ohio. Although the chart is small, the size of the sheet being 13 by 16 inches, it contains a great deal of useful material, such as sizes for cuts for newspaper and magazine use; number of words to the square inch in different sizes of type; the number of sheets that can be cut economically from standard book and cover sizes for various sized booklets and circulars; the relative adaptability of printing plates, papers, inks, etc., and several other equally important subjects. The chart is being issued by The Eclipse Electrotyping & Engraving Company, of Cleveland.

#### British Printers Want American Equipment

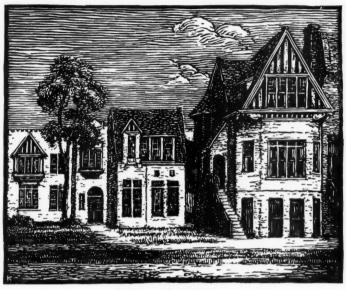
British printers are anxious to expand their business and need much new equipment. There is an excellent market in Great Britain for printing machinery and supplies of American manufacture. The managers of Fry's Metal Foundry, 25-42 Holland street, Blackfriars, London, S. E. 1, have announced that they are anxious to get in touch with American manufacturers of printing machinery and supplies who are interested in entering the British market.

#### Roderic C. Penfield Dies in Japan

Roderic C. Penfield, proprietor and editor of the *World Salesman*, a trade publication of Yokohama, Japan, died suddenly at his home in that city on April 2. He was fifty-five years old.

For the last twenty years Mr. Penfield had been actively engaged in editorial work. In New York city he held responsible posipurchased at a cost of \$57,500. Clark and Walcott, architects, saw the possibilities of the house, stables and coachman's quarters of the old estate, and Bertsch & Cooper's dream studio assumed definite shape.

The remodeled buildings contain studios for craftsmen of all kinds in the printing art. The lawn and garden, shut off from the outside world by a high wall with mas-



New Home of Bertsch & Cooper.

tions on the staffs of several of the leading publications, notably the Tribune, the Sun and the Evening Mail. For two years he was managing editor of Harper's Weekly. In 1914 he established the Opera Magazine, which was discontinued in 1916 owing to war conditions. For two years Mr. Penfield was dramatic critic of the Evening Mail, and for the two years prior to his going to Japan he published the Greenwich Village Spectator, a neighborhood newspaper devoted to the doings in the Bohemian section of New York city. He went to Japan last year as owner and editor of the World Salesman.

#### Chicago Typographers Move to Picturesque New Home

Believing that beautiful surroundings are conducive to the production of the best in art, Bertsch & Cooper, typographers and art counselors for advertisers, have moved from 59 East Van Buren street to a more picturesque home, which is located at 15 East Huron street, Chicago.

The new home of Bertsch & Cooper is the realization of plans formed several years ago by Fred S. Bertsch and Oswald Cooper while on a European tour. They received the inspiration from a visit to the old Plantin print shop in Antwerp and resolved to have, as soon as possible, an appropriate setting for their artistic labors.

Fate in the form of an increase in rent crystallized their more or less uncertain plans into definite action, and the Eliza Porter estate at 15 East Huron street was sive gates, will be used as an outdoor studio. The quaint, medieval balconies, arches and stairways are settings for posed models. The new buildings provide some 9,000 feet of floor space for a staff of fifty persons, consisting of designers, typographers, painters, illustrators, photographers and other craftsmen. The cost of remodeling the buildings is approximately \$35,000.

#### The Late John D. Rerick

News has reached us of the death of John Defrees Rerick on March 4. He was born at La Grange, Indiana, July 1, 1860. He was the second son of Dr. John H. Rerick, a surgeon in the Civil War. He received his education in the public schools of La Grange, after which he learned the printing trade in the La Grange Standard office, then owned by his father. Later he and Joseph S. Conlogue established the Kendallville

In 1902 he accepted a traveling position with Barnhart Brothers & Spindler, remaining with that company until 1909, when he returned to Kendallville and became owner of the News-Sun plant, which he improved with modern equipment. After a little over a year he sold out and took charge of the Chicago office of the Challenge Machinery Company, where he remained until failing health caused him to retire from active life.

Mr. Rerick was well known to the printing fraternity of the Middle West. He was public spirited, a good printer, a capable editor and a successful salesman, and was highly regarded by all who knew him.

#### The Superior Estimating Chart

A convenient chart for determining the size of type to fit a given space where typewritten copy is furnished has been published by the Superior Typesetting Company, 732 Federal street, Chicago. At the top of each page of the book is a specimen sentence of typewritten copy. This sentence is seven inches long, and the pages are ruled vertically into columns one inch wide, which are subdivided by lighter rules into columns, each one pica in width. The specimen is shown set in a great variety of type faces, and from this chart it is easy to determine whether the same matter will make more or fewer lines when set in any size of type than it does in the original typewritten copy. The specimen lines give a wide range of type faces to choose from and make it easy to select the type best adapted to the requirements of the work. A price of \$1.10 a copy has been placed on this chart.

#### Oscar Roesen, Dean of Press Builders, Passes Away

Oscar Roesen died suddenly on May 14, after being with R. Hoe & Co. for forty-eight years. He was called the "Dean of the trade," for he had lived from the days of the old "Lightning" press of Hoe's, when the type was secured in curved "turtles" on the several cylinders of the press, and the sheets were hand fed, remaining with the Hoe company through all the developments of stereotyping and web perfecting presses until the day before his death, when he was at the office.

Roesen was known all over the world as the greatest authority on the mechanism of newspaper and magazine presses, as producers of enormous editions. At the age of sixteen he began in Hoe's factory as an apprentice machinist, so that he knew the purpose of every bolt, cog and screw in a press. When the great newspaper publishers of Europe, and from places as far away as Australia, visited America, Oscar Roesen was one man they wanted to consult. There appeared to be no problem in press building that he could not visualize quickly nor no difficulty he could not surmount by his persistency. He was first vice president and general manager of R. Hoe & Co. when he passed away. He left a wife, one daughter and two sons. One of his sons, Oscar, Jr., is with the sales and engineering department of the Hoe company

#### Display Composition Featured at Linotype Exhibit

Among the interesting exhibits at the recent conventions of the American Press Association and the American Newspaper Publishers' Association, held in New York city, was that of the Mergenthaler Linotype Company. The exhibit this year was built around the idea of machine display composition. Over one of the entrances to the room was a greatly enlarged reproduction of a linotype display slug, and enlarged photographs of various models and their particular features were also shown. A series of attractive wall panels contained many specimens of correct display matter produced by linotypes in different composing

rooms. Another interesting feature of the exhibit was the showing of the Chinese key-board recently adapted to the linotype, together with a font of Chinese phonetic character matrices and slugs cast from them. By this new system, Chinese thought may now be transmitted through the medium of only forty characters.

#### Philadelphia Printers' Supply Salesmen Organize

The Printers' Supply Salesmen's Guild of Philadelphia was formally organized on April 21. One hundred and twenty-five salesmen of printers' supplies were present, and all were enthusiastic about the organization of the guild. A constitution was adopted, officers elected and a program of mutual helpfulness planned. The following officers were chosen to conduct the affairs of the new guild: President, E. D. Berry, Lanston Monotype Machine Company; vice president, R. L. Stevenson, Cline Electric Company; recording secretary, John Farnsworth; financial secretary, Milo E. Hayes, Babcock Printing Press Manufacturing Company; treasurer, Thomas J. Curry, D. L. Ward Paper Company. The Board of Governors consists of: John P. Deal, John P. Deal Paper Company; E. A. Roberts, Cleveland Folding Machine Company; R. M. Sullivan, R. W. Hartnett Company, and H. F. Dixon, Harris Automatic Press Company.

The following delegates from the New York guild were present: President Charles A. Dresser; C. R. Beers, New York representative of The Inland Printer; M. F. Lewis, M. R. Alexander, James Roberts, William R. Joyce, Charles C. Walden, Jr., Stanton Mott, James L. Beck, Frank X. Smith and Walter Robbins.

#### A New Hand Dater

A new hand dating machine has recently been announced by The Roberts Numbering Machine Company, 694 to 710 Jamaica avenue, Brooklyn, New York. It is known as the Roberts Model 66 "Midget" dating machine. The particular features of this machine are its compactness, smallness and lightness, as well as its positive inking qualities, which are secured by having the pad swing of the machine geared directly to the housing containing the wheels. This method of gearing assures a light, smooth action at all times, as well as positive inking of the characters. The machine is only 33/4 inches high by 11/4 inches in width, and weighs only five ounces. The wheels are of a nickeled bronze composition, consequently rust proof, and are finely engraved, giving a large, clear, bold impression. There are only twenty-one parts in the machine and it contains only two screws, so that there is nothing to get out of order and cause trouble. This is an addition to the more than seventy other models which are manufactured by the Roberts company.

#### Eastern Type Company Moves

The Eastern Brass & Wood Type Company, 71-73 Fourth avenue, New York city, has moved to larger and more convenient quarters at 114 East Thirteenth street.

#### Optimists in Printing Ink

Sinclair & Valentine Company, ink manufacturers, are optimists as to future business and they are proving their faith by deeds. The growth of this company during the past thirty years has been phenomenal. They began right. The partners were practical inkmakers determined to manufacture only high grade inks. Governed by correct business principles and driven by a human dynamo, as the late Frank McD. Sinclair proved to be, they could not do otherwise than succeed.

The present head of the company, E. Sinclair, has given over thirty years of his life to the ink business and has gathered around him a staff of trained men in every department of the manufacturing end, together with capable representatives in charge of branch offices in the principal cities. Even in public life few men have as extended an acquaintance as "Ed." Sinclair. He has friends in the printing trades because he deserves them

This company's faith in the future of the printing business in this country is so strong that they have taken advantage of the temporary summer lull in trade to erect a new factory which will give them about 68,000

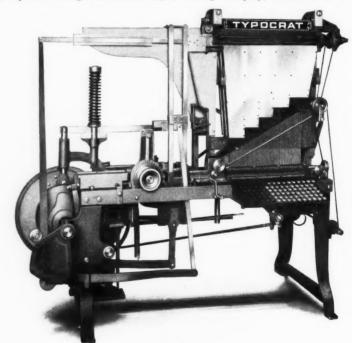
611 West 129th street. Those who are taken through their great plant can now witness the manufacture of inks from the making of the dry colors down through the mixing, grinding and delivery of the inks ready for the press.

#### A New Typesetting Machine

A new typesetting machine, the American Typocrat, has recently been invented by A. F. Osterlind and F. C. Damm, of St. Paul, Minnesota. Mr. Osterlind is president of the Osterlind Printing Press & Manufacturing Company, St. Paul. The typocrat is a line casting machine using standard matrices. Borders, ornaments and metal furniture up to seventy-two point can be cast on it. The inventors of the typocrat claim that it performs its work smoothly and quietly, and that it will sell for about half the price of other typesetting machines. An illustration of the typocrat is reproduced on this page.

#### The Cutler-Hammer System

"The Cutler-Hammer System — Safest in the World" is the title of a sixteen page booklet with a two color cover, recently published by the Cutler-Hammer Manufacturing Company, Milwaukee and New



The Typocrat. square feet of additional floor space. This York.

up to the minute building is at 604 to 612 West 130th street, New York city.

The company's chemists, after persistent and intensive laboratory experiments carried on since the beginning of the Great War, claim to have mastered the intricacies of dry color making so as to be independent of foreign products. In their new factory they purpose to increase the lead they now hold in color making so that their inks will continue to be purely American products. Visitors have always been welcome to their factory at 11 to 21 St. Clair Place, formerly

York. The booklet illustrates and explains the new line of control apparatus recently developed by this firm for use with high speed newspaper presses. The control equipment has been so designed that visual and audible signals are given before the press can be started. These signals warn the men working around the press, so that the machinery will not be started unexpectedly. All movements of the press are controlled from conveniently located push button stations. The booklet also describes briefly the C-H dispatch conveyor for conveying folded papers from the press to the

mailing room; the electric news bulletin, which announces news in bulletin form simultaneously at several different points under control of one keyboard; the C-H automatic paper splicing machine, which splices news printing paper without marring the printing sheet; the Type H drive for paper calenders; electric linotype and monotype pots; and heating equipment for matrix beds.

#### First Meeting of the Fourth District Typothetæ

A large attendance marked the first meeting of the Fourth District Typothetæ which was held in Baltimore, Maryland, on April 15 and 16.

Among the speakers were Noble T. Praigg and William John Eynon, of the United Typothetæ of America. Mr. Praigg's speech "Why Printers Should Advertise" was published in the May issue of THE INLAND PRINTER. Resolutions were passed condemning any decrease in working hours, and advocating the establishment of the "long price list" of paper. The object of vocational training in penal institutions was commended, but it was urged that in the printing department such training be limited to the elements of the art. The "Baltimore Plan" as outlined by Edward B. Passano, of Baltimore, was heartily endorsed. This plan proposes an organization to include employer, employee and public where these three may meet on common ground for the good of the industry.

#### C. D. Traphagen Honored

On the evening of April 21 a very enjoyable and noteworthy banquet took place at the Sherman House, Chicago. The guest of honor was C. D. Traphagen, of the State Journal Company, of Lincoln, Nebraska. Mr. Traphagen was formerly president of the United Typothetæ of America, and for nearly a quarter of a century was an officer and member of the Board of Directors of the Coöperative Lithographers' Association. Last November he resigned as president of this latter organization and asked to be relieved as a director. It was then decided by the members that some mark of their esteem should be shown. At the banquet a set of resolutions, engrossed in colors, was presented, as well as a handsome gold watch, chain and knife. The president of the association, A. B. Lewis, of St. Louis, was in the chair. After dinner, Harvey G. Milliken, of Omaha, asked the guest of honor to accept, as a mark of the high esteem in which he was held, the gifts which had been cheerfully subscribed for by the members. Mr. Milliken spoke of Mr. Traphagen's desire at all times to do anything he could for the advancement of the profession, and wished him many years of continued prosperity and good health. Mr. Traphagen made a feeling reply, thanking the members for their handsome gifts. He traced the history of the organization and emphasized its value to the members in the coöperative and mutual spirit it has developed. Mr. Traphagen was one of the founders of the organization and has devoted a large amount of time to every phase of the activities of the organization, which is coöperative in all its branches.

#### "The Census Takers of Industry"

To meet the insistent demands from busy men in every branch of industry for information as to the possibilities of automatic counting machines, The Root Company, Bristol, Connecticut, for thirty years pioneers in the manufacture of counting machines, have compiled a very complete book called "The Census Takers of Industry." This book is replete with suggestions and abundantly illustrates the ability of these little machines to remove the human element from various counting operations. Copies will be sent on request to the readers of this journal.

## Standard Cost System Adapted to Newspapers

At a recent conference between F. W. Fillmore, U. T. A. supervisor of accounting, and Henry P. Porter, chairman of the Educational Committee, a system of cost finding for the use of newspapers was formulated, being an adaptation of the Standard cost finding system. This cost finding plan will meet the particular requirements of the commercial and newspaper office. There have been prepared two cost finding forms which will be included in the Standard cost finding set, Form 2-N, newspaper individual order summary, and Form 9-H N, summary of department costs for month.

The Form 2-N, newspaper individual order summary, is practically the same in operation as the Standard individual order summary, Form 2. There will be shown the direct items for advertising and news under their respective costs. The prorated items are carried under advertising and news costs on the basis of running inches of each. The total cost, not only of the issue and of news and of advertising, but the cost of advertising per running inch as well, is obtained.

To the Form 9-H N, summary of department costs for month, there has been added a column for summarizing the newspaper expense consisting of all newspaper expenses, such, for instance, as editorial and news features, circulation and mailing, solicitation and incidentals. The total newspaper expense becomes a percentage of the cost of completed work (the same as selling expense in commercial offices), and is prorated to the cost of advertising and news on the basis that each bears to the cost of completed work on Form 2-N.

#### Notes from U. T. A. Headquarters

Arrangements have been completed for the annual meeting of the Michigan Typothetæ Federation on June 23, 24 and 25. The sessions will be held at Gratiot Inn, five miles from Port Huron, where a flat American rate prevails. The entire hotel has been reserved for those who will be present at the convention.

Plans are being made for the next meeting of the Fourth District Typothetæ Federation, which will be held at Washington, D. C., September 9 and 10. At the last meeting of the Federation, held at Baltimore April 15 and 16, Oscar T. Wright, president of the Typothetæ of Washington, extended an invitation to the meeting, which was taken under consideration by the Executive

Committee and later accepted. An account of the Baltimore meeting will be found in the May Typothetæ Bulletin.

The Tariff Printers' Society of America, through its president, H. B. Evans, of New York, has made formal request for recognition as a division of the United Typoth etae of America. The Executive Council, at its last session, granted this request, adding one more branch to the activities of the Department of Specialized Branches. The affairs of the new division will be directed by Frank M. Sherman, director of the Department of Specialized Branches.

Members of the International Trade Composition Association doing business in the Mississippi Valley met in conference at the Hotel Muehlebach at Kansas City on April 22 and 23. Representatives of approximately fifty trade composition plants were present. Resolutions opposing the introduction of the forty-four hour week and a practice of the International Typographical Union whereby closed shop trade composition plants are restricted in the sale of their product to printers, were adopted.

The annual conference of the Wisconsin State Franklin Club will meet at the Hotel Pfister, Milwaukee, June 17 and 18. The whole of the first day and the morning of the second will be spent in the transaction of business. The afternoon of the second day will be given up to the annual picnic of the Milwaukee Typothetæ. J. G. Wallace, director of the department of field operation, U. T. A., and J. Walter Strong, U. T. A. field secretary for Wisconsin, will address the convention on the Wisconsin plan. Among others there will be addresses by M. C. Rotier and W. G. Penhallow, of the Milwaukee Typothetæ.

#### Two New Photoengravers Enter Field

May Day, 1921, marked the entrance of two new firms into the photoengraving field — The Associated Engraving Company, 347 Craig street, West, Montreal, Canada, and the Equity Photoengraving Corporation, 501-511 Seventh avenue, New York city. These two firms are among the best equipped plants, both having been installed under the supervision of Adolph Hess, of the F. Wesel Manufacturing Company, Brooklyn, New York

#### George W. Collins Joins Swenarton & Salley

George W. Collins, formerly with the Typographic Service Company, is now a member of the firm of Swenarton & Salley, "Producers of Good Printing," 350 West Thirty-eighth street, New York city. Mr. Collins has had twenty years of experience in the printing and advertising fields, and in his new association he will be of much assistance to customers of Swenarton & Salley in planning advertising literature and printing.

#### Monitor Controller Company Opens Cleveland Office

The Monitor Controller Company, of Baltimore, Maryland, manufacturers of the Monitor system of automatic control for motor driven apparatus, have established a Cleveland office at 420 Permanent building, in charge of Robert Notyest.

## THE INLAND PRINTER | WANT ADVERTISEMENTS

HARRY HILLMAN, EDITOR

Published monthly by

#### THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY 632 SHERMAN STREET, CHICAGO

VOL. 67

JUNE, 1921

No. 3

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

and prompt remittance made for an acceptance matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; New York Printers' Supply Salesmen's Guild; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

#### SUBSCRIPTION RATES

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

#### ADVERTISING RATES

Furnished on application. The value of The Inland Printer as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

The INLAND PRINTER reserves the right to reject any advertisement for

#### FOREIGN AGENTS

FUREIUN AGENTS

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & Sons, Cannon House, Breams buildings, London, E. C., England.

AUSY. COUNTY & Sons (Himited). County August 2008.

England.

ALEK. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEK. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. Wimble & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. Cash must accompany order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The INLAND PRINTER Free to classified advertisers. Remit 40 cents additional if copy is desired.

#### BUSINESS OPPORTUNITIES

FOR SALE — Well-established printing business located in thriving industrial city in northern Ohio; national reputation for high-grade work; medium size plant with modern equipment; a paying proposition which could be greatly developed by two or three practical men; present owners desire to devote entire time to advertising business; no labor trouble; will bear close investigation.

BUSINESS OPPORTUNITY for ambitious electrotyper; parties in live Middle West city needing electrotype facilities, including wax engraving, will make it possible for man who knows electrotype business thoroughly to establish plant on basis permanent and profitable to him. Write stating qualifications. Inquiry will be treated in strict confidence. C 382.

WANTED — One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALESBOOK CO., Chicago.

FOR SALE — A good job plant, only one in growing city of 14,000; \$18,000 business last year; a bargain for quick sale. For particulars, address PRINTERFACE, General Delivery, Warren, Ohio.

FOR SALE — Half interest in good platen job shop, located in Los Angeles; inventories at \$7,500; business averages \$2,000 per month; details on application. C 399.

#### FOR SALE

FOR SALE — New and overhauled machinery for printing, binding and cutting and creasing; cylinders 16 by 21 up to 50 by 74; new and overhauled Chandler & Price job presses, Lee two-revolution presses, paper cutters, folders, stitchers, proof presses, punches and special machinery; Hamilton type and electrotype cabinets; stone frames: 55-inch Kent Old Style semi-auto power cutter; 25 by 32 Potter self-inking proof press with feed board and grippers; 14 by 22 late style 6-C Thomson press, also other 10 by 15 and 13 by 19, 14 by 22 Universal and Colt's presses; 13 by 13 Blackhall hand stamper; 39 by 53 late style Miehle two-revolution press; large stock used Challenge and Latham hooks and blocks; 24-inch paper punch. Tell us your wants and machinery or outift you have for sale. WANNER MACHINERY CO., 714-716 S. Dearborn st., Chicago.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; three Kidder two-color 12 by 18 inch roll feed bed and platen presses; one Kidder latest improved 30 by 20 inch one-color roll product wrapping paper press, good as new, immediate delivery, bargain price. GIBBS-BROWER CO., 261 Broadway, New York city. Telephone: Barclay 8020.

WE HAVE FOR SALE one Dexter Pony circular folding machine; will fold 6 by 9 inch to 14 by 20 inch; floor space 3 by 3 ft. 6; shipping weight, 1,200 lbs.; hand feeding; equipped with two right angle and one parallel as used for regular letter-fold folding; delivery in packer box in the rear of machine; can also fold 16 page, three fold booklets delivered from underneath of third fold into packer box; adjustment to any or either fold is easily and quickly made. C 395.

FOR SALE — Three modern style Miehle presses, size 39 by 53 bed, combination delivery, four form roller; these presses have been used on highest grade of work only, run slow and guaranteed to do first-class printing and to register; can demonstrate and accept order for prompt shipment; very low price for quick sale. Wire or write. WANNER MACHINERY CO., 714-716 S. Dearborn st., Chicago.

FOR SALE — Model C. C. 14 by 20 Autopress manufactured by Fastpress Company, 2638-2640 Park av., New York city; machine has barely had varnish worn off, having been used so little; positively a money-maker for any shop that has work to keep it going; forced to sell to make room; will give purchaser benefit of forced sale price. NEWS DEMOCRAT, Belleville, Ill.

FOR SALE — New Monotype type, 6 to 36 point, large variety: type and border, 50c lb.; "Unbreakable" leads and slugs (not Monotype) in 2-foot strips, 20c lb.; rule, 45c; cut, 5c lb. extra; linotype and monotype composition. Send for catalog. GROSS TYPESETTING & FOUNDRY CO., 118 N. Third st., St. Louis, Mo.

BUT ONE OPERATION — In figuring stock if you have a printer's Ready Reckoner, to ascertain cost of 310 sheets of 29½ lb. stock at 13¾ cents per pound, simply multiply 8.11 by .31; the Reckoner does the rest, postpaid, 50 cents. Sample pages on application. FITCH BROS., Central City,

Megill's Patent SPRING TONGUE GAUGE PINS



Send for booklet this and other styles

MEGILL'S PATENT

Automatic Register Gauge automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency, Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr. NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



VISE GRIP Send for be oklet this and other styles FOR SALE — No. 1 linotype machine, newly rebuilt and in first-class mechanical condition; one font two-letter mats and one magazine included; just the machine for daily or weekly newspaper; S1,100 cash. GROSS TYPE-SETTING & FOUNDRY CO., 118 N. Third st., St. Louis, Mo.

FOR SALE — About 4,000 pounds useful type faces, 6 to 72 point; full cases, used for stereotyping only in large newspaper display ads: also California job cases and racks with steel runners. For particulars, address WESTERN PRINTING MACHINERY CO., 1214 Pine st., St. Louis, Mo.

PRINTERS, ATTENTION — For sacrifice, several large modern "Optimus" wor-evolution presses, Pony Miehle press, Model 5 linotype machine, 60-inch Auto, Dexter paper cutter, large pinking machine and fifty-four wheel truck. C 258.

METAL CARD HOLDERS for marking type cases, electro cabinets, stock bins and shelves. Send stamp for sample, prices, and free booklet "How to Save Money in the Composing Room." HADDON BIN LABEL CO., Haddon Heights, N. J.

FOR SALE — 1 Colt's Armory press, 13 by 19; 1 Golding press, 10 by 15; both relatively new; also 1 Chandler & Price press, old but in good condition. WHEELING NEWS LITHOGRAPH CO., Wheeling, W. Va.

FOR SALE — Autopress, size 11 by 17, in excellent condition; has automatic feeder or can be set by hand: used by private plant which has no further use for same; exceptional bargain. C 390.

K. LINOTYPE, two magazines, A-1 condition: now used on book and general job work; will sell or exchange for C. O. P. Gordon with Miller feeder. SUTHERLAND PRESS, St. Thomas, Ont.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

FOR SALE — Three Autopresses in good operating condition are offered at sacrifice prices; prompt action essential. C 400, care The Inland Printer, 41 Park Row, New York.

FOR SALE — One 44 by 62 inch 0000 Miehle one-color press, with Upham attachment, making it capable of two-color work; A-1 condition; reasonable price. C 319.

FOR SALE — One 2-revolution Lee cylinder press, 24 by 36, capacity, 1,800 per hour; nearly new. PARKIN PRINTING & STATY. CO., Little Rock, Ark.

OPTIMUS No. 7 FOR SALE, bed 36 by 52, 4 form rollers, good condition. MILBURN & SCOTT CO., Beatrice, Neb.

FOR SALE — Cross feeder for 29 by 41 Miehle, Curtis steel die press, 3 h. p. D. C. motor and controller. C 350.

FOR SALE — Brass-lined wooden storage galleys; cheap. SOUTHERN AGRI-CULTURIST, Nashville, Tenn.

LINOWRITER, a writing machine with slug-caster keyboard. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

FOR SALE — Printing press, 45 by 62, two revolutions; price, \$800. BOX 157, Xenia, Ohio.

#### HELP WANTED

#### Artist

ARTIST with creative ability, good on layouts and good color sense; we also want a good retouch artist.  $\sim$  337.

#### Composing Room

WANTED — Composing room foreman; monotype keyboard operator; pamphlet bindery foreman experienced on Cleveland and Brown folders; also several compositors on fine work. We operate a strictly open shop on the Golden Rule basis; Rochester is one of the finest cities in the East. A real opportunity for permanent connection is offered to men of character, energy and ability. THE DUBOIS PRESS, Rochester, N. Y.

PRINTER-PRESSMAN — Practical working foreman wanted in private plant of nationally known manufacturer located in the city of Pittsburgh, Pa.; an elegant opportunity is offered the man who knows practical composition and presswork, both black and color, also pamphlet binding; one who has been trained in a country printery preferred. Write full particulars in first letter, giving age, references and salary expected. C 381.

WORKING FOREMAN — A first-class job printer who understands stone work and high-class job composition to act as working foreman in medium-sized plant doing all kinds of catalog and general job printing; must understand his business thoroughly; union shop; a good position to the right man. Give experience and all information. C 394.

FOREMAN — One who can lay out and execute work and direct others in composition; unusual opportunity for man of right caliber; located in city of seventy thousand in southern Michigan. In answering, give full particulars, sample of work and salary expected. BOX 81, Saginaw W. S., Michigan.

WANTED — High-grade combination monotype operator; permanent; good working conditions. POWERS-TYSON COMPANY, Grand Rapids, Mich.

WORKING FOREMAN — Who can design and execute effective printing and take charge of composing room details; medium-sized plant in central Wisconsin city of 8,000; pleasant working conditions with progressive firm; good opportunity for a live man who wants to advance; send samples of work and names of two former employers. C 321.

JOB PRINTER — A first-class all-around job compositor; one who can operate linotype preferred; good wages and a permanent position to man who can qualify, but he must be able to make good; union office, medium sized city in Michigan. Give full details and experience in first letter. C 392.

WANTED — First-class job printer; must be A-1 color man and have executive ability to foremanize office; job is permanent to right party; southern California; state wages expected and give references. C 388.

WANTED — English-German linotype operator; ideal working conditions; steady position: no labor troubles; wages, \$40 per week. WARTBURG PUBLISHING HOUSE, Waverly, Iowa.

COMPOSITOR-FOREMAN — We have a good position to offer the right man in a medium-sized up-to-date plant specializing in catalogue work. WIL-LARD PRESS, Boonville, N. Y.

LINOTYPE OPERATORS — Opportunity offered for men who want to get up speed; steady position, good wages; non-union. THE INTELLIGENCER, Lancaster, Pa.

AD COMPOSITORS — Steady position, good wages; non-union. Apply, giving references, THE INTELLIGENCER, Lancaster, Pennsylvania.

PRINTERS — Monotype makeup men for day and night shift. GEO. BANTA PUBLISHING COMPANY, Menasha, Wis.

#### Estimator

WANTED — An experienced man for estimating job printing and binding. LOWMAN & HANFORD CO., Seattle, Wash.

#### Layout Mar

EXPERT TYPOGRAPHIC LAYOUT MAN WANTED — Leading Philadelphia printing house with finely equipped Art Department requires the services of one or two experienced typographers to make working layouts for booklets, catalogues, folders and other high-class commercial printing; complete series of all good type faces; fine opportunity for men of taste, initiative and accurate ability in the proper use of type. Write fully as to qualifications and experience. All replies treated confidentially. C 386.

#### Managers and Superintendents

WANTED — Superintendent by large manufacturing stationer, situated in Texas, that does a large commercial lithographing, blank book and printing business; must be capable of running factory and estimating on all kinds of work; good situation for the right party without union affiliations. C 385.

#### Pressroom

WANTED — A good position, with a real future, awaits a combination cylinder and platen pressman capable of getting high-class production, in a small size pressroom; must understand Dexter and Miller feeders; located in the best home city on the Pacific Coast; union. C 387.

#### Production Manager

HAVE YOU HAD at least four years' experience in a printing plant so that you are competent to estimate on jobs? Do you know paper stocks well—type faces and layout—and plates? Would you like to supervise the printing in the Production Department of a New York State advertising agency handling some thirty national accounts? We are not making rosy promises, but do agree to provide a lot of good hard work and a fair salary to a man who wants to live in a town of about 100,000 population and who is interested in advertising printing. Give full experience and details in your first letter. C 396.

#### Proofroom

PROOFROOM FOREMAN — Man possessing real ability as a printer and capable of producing results in large proofroom; must be good executive and acquainted with best grade of book and catalogue work; non-union; state age and places worked in first letter. C 389.

#### Salesmen

MANUFACTURER of newly patented and very high-grade saw-trimmer desires high-grade sales agents who are now calling on printing and allied trades to take over exclusive territory for sale of this machine; this machine is so very superior to all others on the market that it will in time sell itself; state present connections, territory, references, etc., in first communication; confidential. C 401.

WANTED: SALESMEN — To sell highest quality product of the largest commercial art, photoengraving, electrotyping, nickeltyping and color process printing plant in the South: excellent territory now open, commission basis. Apply to JACOBS & COMPANY, Graphic Arts Division, Clinton, S. C.

## PROCESS WORK -and Electrotyping

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

The Journal for all up-to-date Process Workers Published by A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

WANTED — A salesman who is well acquainted with the printers outside of New York to handle as a side line the best Gold Ink on the market: a liberal commission to the right man. Write or phone EDWARD C. BALLOU, 122 E. 25th st., New York. Phone 6260 Madison Square.

WANTED — Salesmen calling on the printing trade to introduce a quality line of printing inks; liberal commission; mention territory covered. FRANK LEBOUTILLIER, Treasurer, 41 East av., Newark, New York.

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. McCOURT LABEL CABINET CO., Bradford, Pa.

#### INSTRUCTION

LINOTYPE INSTRUCTION — Twenty-one Mergenthaler linotypes; established fifteen years; more than 1,000 have attended. Call, write for particulars. EMPIRE SCHOOL, 133 E. 16th st., New York.

#### MISCELLANEOUS

WANTED — Superintendent, experienced job compositors, linotype operators, makeup and lockup men, bindery foreman, rulers, forwarders, finishers; one of the oldest and best known houses in the South; open shop, 48 hours; permanent positions. Correspondence invited. THE R. L. BRYAN COMPANY, Columbia, S. C.

DESIGNS FOR SALE — 35 very attractive designs for Christmas cards, with plates; a splendid opportunity for printing house to establish a good business that will keep presses busy during slack time; additional designs furnished if desired. C 391.

WANTED — Advertising stickers and gummed labels to sell to business men. G. EDWARD HARRISON, Agent, Baltimore, Md.

#### SITUATIONS WANTED

#### Bindery

BINDERY FOREMAN, many years' experience as blankbook forwarder and finisher and stamper; familiar with all bindery work; good "Cleveland" operator; wages, \$45; no scabbing; can invest; small Western town preferred. C 397.

SITUATION WANTED by A-1 blank book and job finisher, forwarder; 20 years' experience; executive ability; state wages, hours; small shop preyears' exper-ferred. C 181.

BINDERY FOREMAN, with good executive ability, competent in all branches, familiar with machinery, wants position with good printing house. C 228.

PAPER RULER would undertake commission for selling binders' supplies New Zealand, Australia, South America or China; references. C 366.

SITUATION WANTED — Bindery foreman; understands machinery; 16 years' experience; in answering, state size of bindery, etc. C 317.

PAPER RULER seeks steady position; first-class; would consider partnership. C 380.

#### Composing Room

POSITION WANTED by ambitious all-around printer; linotype machinist operator, having city and country experience; good executive; desires to hear from interested party. Tell conditions and wages in first letter. C 404.

FIRST-CLASS union job compositor desires position to take charge of shop in eastern Pennsylvania, New York, New Jersey or New England States. P. O. BOX 515, Pittsburgh, Pa.

#### Managers and Superintendents

PRINTER-EXECUTIVE, with 18 years' experience, most of that time as owner-manager of country newspaper and job shop, some experience in Chicago shops, now printing instructor in Chicago school, will be at liberty after June 20; age 37, height 6 feet, weight 190, in perfect health; non-union. C 175.

SUPERINTENDENT — Experienced executive accustomed to best grade of printing, thoroughly experienced and a result-getter; systematic, neat; character above reproach; small or medium-sized city preferred. C 383.

SUPERINTENDENT of plant by a high-grade printer; full knowledge of business in all details; desires connection with firm needing executive of proven ability. C 264.

#### Newspaper

YOUNG WOMAN, college graduate, with three years' house-organ and community magazine experience, desires magazine or newspaper position, preferably one involving feature writing; references. C 384.

#### Pressroom

CYLINDER PRESSMAN wants situation; first-class; A No. 1 on halftone work; capable of taking charge of pressroom; go anywhere; am a married man and a steady worker; references. C 398.

PRESSMAN — A competent cylinder and rotary pressman of Chicago desires to locate in a smaller city in the West or Middle West; capable of taking charge. C 403.

SITUATION WANTED by a good cylinder pressman, capable of taking charge; can furnish best of references if necessary. C 269.

#### WANTED TO PURCHASE

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED — An Automatic card printing press; must be in A-1 shape and reasonable. SIDNEY MULTIGRAPH SHOP, Sidney, Ohio.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED TO PURCHASE — Engraving plant. Give details and spot cash price. HERALD, Bellingham, Wash.

WANTED — Meisel rotary sales book press; state full particulars and lowest price. C 373.

WANTED TO PURCHASE - Will pay cash for 74-inch Miehle press. C 402.

#### BUSINESS DIRECTORY

#### Advertising Service

HOWARD HANNEGAN, 2003 Lamont avenue, McKeesport, Pa., writer of advertisements for printers. Direct-mail and newspaper. Member I. T. U.

#### Bookbinders' Machinery

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock on hand.

#### Brass Dies for Stamping and Embossing

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city.

#### Brass Type Founders

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1922; now ready for shipment; the best and cheapest on the market; write for sample books and prices.

#### Carbon Black

CABOT, GODFREY L .- See advertisement.

#### Chase Manufacturers

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

#### Counting Machines

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

#### Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

#### Electrotypers' and Stereotypers' Machinery

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

#### **Embossing Composition**

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 12 for \$1.25, postpaid. THE INLAND PRINTER COMPANY, Chicago. Chicago.

#### **Engraved Letterheads**

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

## Trade "THE CAMEL BACK" Mark

### **EMBOSSOGRAPHY**

The art of producing flexible and permanent embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

**NEW YORK CITY** 

#### **Engraving Methods**

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotyping metal directly from drawings made on Kalko-type Board; no routing of open spaces. Send postage for specimens. type Board; no routing of open spaces. HENRY KAHRS, 240 East 33d st., New York.

#### Job Printing Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Looping Machines

AMERICAN looping machines for punching-looping, one operation with twine, books, tags, Christmas bells. WARD & McLEAN, Lockport, N. Y.

#### Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

#### Neutralizers

UTILITY HEATER CO., 239 Centre st., New York. Gas machines that stop offset and electric troubles, quick dry ink, and are safe for all presses.

#### Numbering Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

#### Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Perforators

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

#### Photoengravers' Supplies

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

#### Presses

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

AMERICAN TYPE FOUNDERS CO .- See Typefounders

#### Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L, SON MFG CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis: 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 669-611 Chestnut st., Des Moines, Iowa; Shuey Factories bidg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

#### Printers' Supplies

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Printing Machinery, Rebuilt

BARNHART BROTHERS & SPINDLER - See Typefounders.

#### Printing Material

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### **Punching Machines**

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

#### Roughing Machines

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

MR. PRINTER — Send TAG inquiries and orders to THE DENNEY TAG COMPANY, Inc., West Chester, Pa., for quick service. Anything in blank or printed, regular or special tags, at lowest trade prices.

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

#### Typefounders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

EMPIRE TYPE FOUNDRY (Est. 1894), makers Wood Type, Metal Type, Reglet and Cutting Sticks. Buffalo, N. Y. Delevan, N. Y.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston. 535-547 Pearl st., cor. Elm, New York.

#### Wire Stitchers

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Wood Goods

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

#### Wood Type

EASTERN BRASS & WOOD TYPE CO., 73 Fourth av., New York city. Large stock.

### 44 and 48 Hour Weekly Wage Tables

Arranged by 6 minute periods 1 to 1,000

5c PER WEEK TO \$83.95 \$4 00 EACH

An Hour Cost Table Free.

Write Decimal Unit Pub. Co., P. O. Box 934, Salt Lake City, Utah

## Become a "Swift"

Free Book Tells About This New Easy Way in Linotyping

As you yourself know, "Swifts" can go out and get better jobs than "dubs"—and are qualified to KEEP them. No matter whether you are an apprentice, a machine operator, a compositor, or whatever other printing job you now hold, you can easily become a "swift" in Linotyping, Monotyping, or Intertyping. Through a wonderful new system you can quickly train yourself, at home in spare time.

New Thaler System not only includes amazing course of quick-result home-study lessons but also the famous Thaler Keyboard, owned, patented, and controlled exclusively by us. This is the only keyboard endorsed and used by the Mergenthaler Co., and it is made with Linotype, Monotype or Intertype faces. Whether or not you are now an operator this system will quickly make you a "swift"—and all that it means. Mall postal or letter at once for full facts about this New Thaler System and Special Short-Time Offer. Address

The Thaler System, 26 Loan & Trust Bldg., Washington, D. C.

#### **EMBOSSING MICHENER'S** COMPOSITION

Hard as stone; die ready for use in two minutes; softens quickly by hot water, gas flame or torch; remeltable, can be used over again. Each package has full instructions and hints on embossing and register work (over 2,000 words). You don't have to buy a book to learn to do good embossing. On the market for over 20 years.

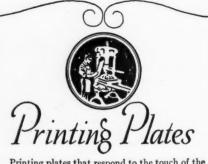
Send for a package today.

\$1.00 per Package, Prepaid

USED ALL OVER THE WORLD

A. W. MICHENER, Manufacturer

Grand Haven, Mich. (the ptg. machinery city)



Printing plates that respond to the touch of the craftsman are a source of satisfaction to the particular printer.

Crescent has spent years in developing its products to a point where they unfailingly meet the requirements of the master printer.

You will like Crescent Plates. Your customers will appreciate the results you can obtain from Crescent Plates.

We would like to tell you more about Crescent about our complete service in Designing, Engraving and Electrotyping; and in Advertising Plan and Copy Writing, too.

CRESCENT ENGRAVING CO.



## An envelope factory

that serves well and honestly is worth knowing. Only a good envelope factory can do that.

It must be modernly equipped
be manned by experts
be reliable and dependable
be interested in its customers' needs
be organized to render real service

Its ideal must be sound, its product above reproach.

That's the kind of Factory we have.

The Ontario Chart of Special Envelope Styles will serve to acquaint you in some detail with the specific kinds of envelopes we make. The second edition is ready for distribution — send for it.

## **Ontario Company**

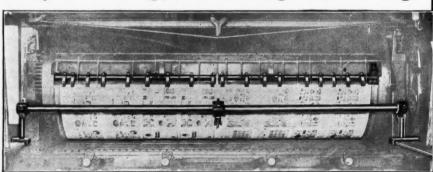
2340 West Van Buren Str Chicago Telephone West 2650

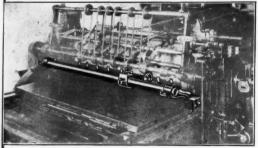
Makers of Better Envelopes

## Perfect Accuracy in Cutting, Perforating and Scoring

When you use a Hoff

It will handle any stock from onion skin to cardboard.





The Hoff Combination Slitter, Perforator and Scorer for the Kelly Press.

Many a good job of printing is ruined by careless slitting, perforating or scoring.

## THE HOFF COMBINATION SLITTER, PERFORATOR AND SCORER

holds the sheet under perfect control at all times, giving a perfect cut, perforation or score.

## Leslie D. Hoff Mfg. Company

Office: 15 MAY STREET, NEWARK, N. J.

American Type Founders Company, Or Any Dealer in Printers' Supplies



# RONARD BOND WATERMARKED

Tear it-Compare it-Test it

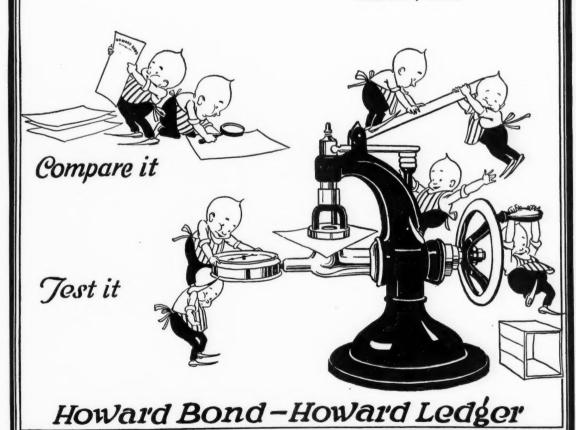


Jear it

Tear, compare, test Howard Bond For all commercial needs; It meets each test and proves up best For quality it leads.

Ask for test sheets for yourself

The Howard Paper Company URBANA, OHIO





# AN ANNOUNCEMENT by the World's Greatest Manufacturers of







AMERICAN WRITING PAPER COMPANY was the first of the great paper manufacturers to declare itself committed to the policies of United Typothetae of America; to the economic necessity of the wholesale paper merchant; to the elimination of competition between mill and merchant for the business of the printer; to the protection of the printer both in specifying the paper to be used for every job and in his legitimate profit on that paper; to the standardization of fine papers, the elimination of meaningless and confusing brands and watermarks, and to the establishment and maintenance of the highest possible degree of distributing service linking the paper mill to the printer.

In order to make its performance square with its professions, American Writing Paper Company, after an exhaustive investigation in which it has been aided by leading members of U. T. A., has reduced the number of Eagle-A Standard Bond Papers to eight, Ledgers to four, Covers to five and Book Papers to five. We believe that this range offers a satisfactory standard for every normal requirement of the graphic arts. The elimination of overlapping grades will make a larger part of our equipment available for the manufacture of special commercial and industrial papers.

Having standardized our lines we investigated the reputations, the policies and the personnel of leading paper merchandising organizations with a view to standardizing our distributing service. As the result of this investigation we are proud to announce the selection of The Whitaker Paper Company as General Sales Agents for all the products of our twenty-six mills in all the markets actively served by them. Additional Agents will be announced from time to time. Address us at Holyoke for the name of the nearest Eagle-A Agency.

AMERICAN WRITING PAPER COMPANY



THE WHITAKER PAPER COMPANY is an active supporter of the United Typothetae of America and a subscriber to the Three Year Plan. It advocates the standardization of fine papers; it believes that the printer is the proper person to specify and choose the paper used, as he knows the most about the mechanical requirements necessary to produce a satisfactory job. It believes that the stabilizing of paper values is especially important in these times because the largest single item in the cost of printing is paper. Its policy is one of cooperation with the printing industry and of service both to its printer customers and to its mill connections.

For years The Whitaker Paper Company has been working consistently for the standardization of its lines and the establishment of such mill connections as shall guarantee the maintenance of all standard grades with maximum uniformity and the assurance of every ethical obligation to the trade. In pursuance of this policy we have received the whole-hearted cooperation of American Writing Paper Company, its Executive Officers, its Publicity Department, its Department of Technical Control and the Members of its Laboratory Staff.

We believe that in the radical reduction of the number of its lines and in the standardization of these lines the American Writing Paper Company has inaugurated a reform of the first magnitude in the paper and printing trades. We are proud to identify ourselves with this progressive movement by assuming responsibility for the distribution of Eagle-A products to those who are entitled to buy them in all the markets served by our fourteen divisional warehouses and our thirty sales offices.

## The Whitaker Paper Company



### Our New Way to Help You Get More Business

The new Hammermill publication, "Selling the Service of Printing," will help you to get new customers, and to do a bigger business with the ones you now have.

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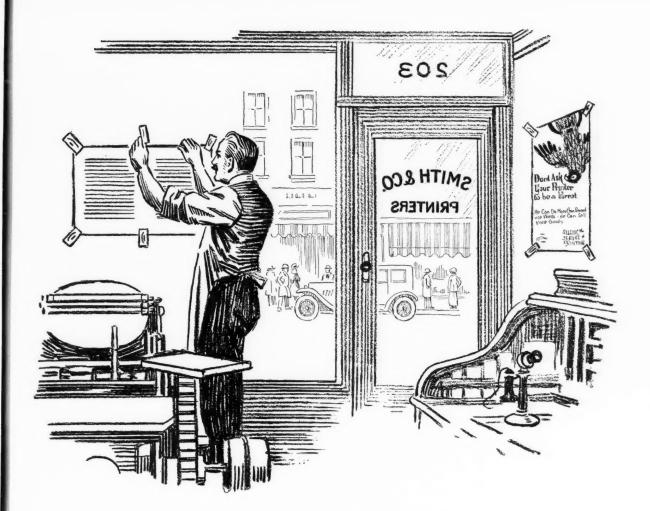
This is being proved by wideawake printers in all sections of the country. You can prove it in your town. And it's not difficult —everything you need is right in the publication, ready for use.

You will find the following material in each copy that comes to your desk:

Look for this watermark—it is our word of honor to the public

HAMMERMILL

The Utility Business Paper



A new idea in Printing Service, explained and illustrated—all ready for you to present to your customer or prospect.

Full-sized facsimiles, in color, of advertisements appearing in the Saturday Evening Post, Literary Digest, and System—for your window.

A handsome poster in colors—for display in your office.

A discussion, by the Editor, of some current printing topic or problem—for your information and guidance.

You can't afford to miss an issue of "Selling the Service of Printing." If you are not getting your copy regularly, please let us know.

Service and Advertising Department

HAMMERMILL PAPER COMPANY Erie, Pa.

Look for this watermark—it is our word of honor to the public

HAMMERMILL

The Utility Business Paper





### The "Printer" President of the United States

Has Consented to Open the

## Graphic Arts Exposition

#### AT THE COLISEUM AT CHICAGO On July 23, 1921

At this Exposition every line of activity in the Printing and Allied Trades will be represented. The newest machinery, the most up-to-date devices, the most finished time and labor-saving methods, and the most interesting and instructive manufacturing processes will be on exhibition and in operation. The Exposition will be a complete presentation of all the perfected operations and of the highest state of the art in the Printing Trade.

You can combine a profitable and informing attendance at the Exposition with a vacation stay in Chicago—"the greatest summer resort in the United States." And the fact that President Harding is giving the Exposition his approval and encouragement guarantees you that the affair will be the biggest thing of its kind that has ever been staged.

RESERVE YOUR VACATION WEEK FOR JULY 23 TO 30

The Exposition is being conducted by The Chicago Club of Printing House Craftsmen

In connection with the Second Annual Convention of the International Association of Printing House Craftsmen

Address all inquiries to 660 Transportation Building, Chicago

EXECUTIVE COMMITTEE

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1000년 전 1000년 전 1000년 전 1000년 전 1000년 전 100년 전 100년

# HOW MUCH DOES AN HOUR'S DELAY ON A CYLINDER PRESS COST YOU

7

Many profitable hours can be added to pressroom production by using Oak Leaf Coated Cardboards, because they are always exactly right in quality, finish and thickness.

PRESSROOM delays ordinarily experienced with inferior cardboards are a tax on your profits and distressing to your customers. OAK LEAF CARDBOARDS are uniformly good and can be depended upon for pressroom results and consumer satisfaction.

OAK LEAF QUALITY means: No cause for delays in sorting defective sheets. No need for press readjustments to meet variations in thickness of stock. No vexatious holdups necessary to make standard inks lay properly. The finest examples of the engraving art can be reproduced on ULTRAFINE COATING perfectly.

#### Cardboards Profitable for You to Use:

ULTRAFINE LITHO BLANK RELIABLE LITHO BLANK ULTRAFINE TRANSLUCENT ULTRAFINE POST CARD ULTRAFINE EMBOSSING TRANS.
OAK LEAF TOUGH CHECK
OAK LEAF RAILROADS
OAK LEAF FOLDING SATIN

Each Package Bears the "Oak Leaf" Label



A. M. COLLINS MANUFACTURING CO. PHILADELPHIA, U. S. A.

Makers of "Ultrafine" Coated Cardboards and Cover Papers

## Our Foundries Are YOUR Foundries

We electrotypers realize that we exist for the printers and not the printers for the electrotypers.

With this thought in mind we have during the last twelve months published in this magazine a series of suggestions as to how you may secure better printing plates, better service, and closer co-operation from the members of this association.

From the commendatory letters received and from the entire absence of criticism we feel that our publicity work has not only met with your approval, but as a result of the campaign a clearer understanding of our mutual interest exists today than ever before.

With your help this good work will go on. Co-operation between printer and electrotyper will continue to be the dominant purpose of our united effort.

In closing we wish to emphasize just one more thought. You should insist that your electrotyper give you the same service that you are accustomed to get from your own composing room, press room, or bindery. Remember, too, when you give instructions to your electrotyper, to make those instructions just as plain and concise as the interdepartment instructions which pass from one department to another in your own plant.

Our Foundries Are Your Foundries

## INTERNATIONAL ASSOCIATION OF ELECTROTYPERS

This space contributed by the
NEW YORK STATE ELECTROTYPERS ASSOCIATION



## "NOTE THE TEAR AS WELL AS THE TEST"

#### **DISTRIBUTORS**

BALTIMORE, MDBarton Duer & Koch Paper Co
BOSTON, MASS. Chas. A. Esty Paper Co CHICAGO, ILL. Parker Thomas & Tucker Paper Co
CHICAGO, ILLParker Thomas & Tucker Paper Co
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WASHINGTON, D. C. Barton Duer & Koch Paper Co.
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#### NEENAH PAPER COMPANY

NEENAH, WISCONSIN

LOFT DRIED BONDS



AND LEDGERS ONLY

# Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG 68-90 South 13th Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY

ATLANTA
40-42 Peters Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MINNEAPOLIS 719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

CLEVELAND, OHIO
1285 West Second Street

SPRINGFIELD, OHIO
Shuey Factories Building



MORE BUSINESS! More production! Back to normalcy! These are everywhere the demands of business men.

Ordinary salesmen and ordinary methods and ordinary values are slated for the discard. Yes, and ordinary PRINTING along with them. More color, more life, more accuracy, finer detail, better makeready; these will be the uppermost things in the mind of the master printer during the ensuing year.

EVERY MASTER PRINTER knows that there is at least one press upon which he can depend for perfect register, knife sharp impression, perfect ink distribution and a finished job.

It is the
COLT'S ARMORY
May we send you a
catalog?



JOHN THOMSON PRESS & MFG. CO.

253 Broadway, New York

Factory, Long Island City





## -Backed by the U.T.A.

THERE is a sound reason for the superiority of the Typothetae Standard Guide; a reason which explains why it is the one authoritative guide to the estimating and pricing of printing.

The Standard Guide is backed by the United Typothetae of America, the International Association of Master Printers. At U. T. A. headquarters, and *nowhere else*, are available the thousands of production records and monthly cost statements from which a genuinely authoritative guide must necessarily be compiled. The production records are added to, day by day and week by week, keeping the information on which the Standard Guide is based *always* up to date.

Furthermore, because it is based on records gathered from far and wide over a period of years, the Typothetae Standard Guide is comprehensive. On the convenient index tabs of this handy loose-leaf volume will be found the following subdivisions:

Letterheads
Billheads
Invoices
Note Heads
Statements
Envelopes
Tags and Tag Envelopes
Regular Blotting
Enamel Blotting
Die Cut Cards
Ordinary Cards, Tickets
Good Grade Cards
Imprinting Typewritten Letters
Dodgers
Auction and Sale Bills

Society Printing
Law Briefs and Records
Show Printing Type Work
Placards, Window Cards,
Counter Cards, etc.
Checks, Drafts, Notes,
Receipts, etc.
Constitution and By-Laws
Steel and Copperplate
Engraving and Printing
Stamped Post Cards and
Envelopes
Blank Books
Square Inch Bases for
Hand Composition

General Printing Book Work Pamphlet Binding Miscellaneous Scales Ruling Electrotyping General Information



The Typothetae Standard Guide, in high grade looseleaf binding, completely indexed, profusely illustrated with pictures of typical commercial printing jobs, becomes your permanent property at the nominal cost of

Semi-monthly Revision Service, which keeps the Standard Guide *always* correct and up-to-date, is furnished at \$10 a year — \$30 in all for the first year and each year thereafter, only

In ordering, or for further information, address

#### UNITED TYPOTHETAE of AMERICA

(International Association of Master Printers)

608 S. Dearborn St.



Chicago, Illinois



#### HERE is a quality peculiar to Foldwell that gives singular beauty to printed pieces. It comes from the press exquisitely printed.

Elaborately etched halftones are reproduced clearly—faithfully, on its specially prepared surface. And the impressions made from fine color plates show the gradation of tones in all their delicacy.

Such are the printing results that users of Foldwell enjoy. Such are the results that they have learned to expect. Is it not then, a sure indication of Foldwell's superior printing quality and dependability that their expectations are always satisfied? Many big printers

and advertisers tell us that it is.

Their preference for Foldwell above a multitude of other coated papers is natural. For Foldwell's standards were first raised—and ever after maintained—to the end that unusually attractive mailing pieces might be printed.

The advantages to be had by printing your advertising matter on Foldwell are shown in our Foldwell Book pictured above. If you will send us your name we will gladly mail you a copy.

#### CHICAGO PAPER COMPANY, Manufacturers 802 South Wells Street, Chicago

Distributors in all Principal Cities



Coated Cover Coated Book Ccated Writing



## EXHIBITIONS OF FINE PRINTING



GAIN this year there is call from many cities for the Printing Exhibition of the American Institute of Graphic Arts.

Exhibits include catalogs, booklets, circulars, and other printing of a practical, business character, as well as fine books.

S. D. Warren Company, interested profoundly in the cause of Better Printing, is glad to recommend this exhibition to the attention of printers and buyers of printing.

None who see it miss the point that refinement of design, a high order of work-



manship, and the appeal to good taste are recognized by printers, publishers, and advertisers as vital in the printing of today.

S. D. WARREN COMPANY, BOSTON, MASS.



<u>ammanamamammanamammanamammanammanamammanammanammanammanammanammanammanammanammanammanammanammanammanammanammanam</u>

TAMBARANA MARANA MA



We take pleasure in announcing our agency for Hammermill Papers.

HAMMERMILL BOND HAMMERMILL SAFETY HAMMERMILL LEDGER HAMMERMILL COVER

## HAMMERMILL

The watermark, Hammermill Bond, is the mill's word of honor to the public. Adding Hammermill Bond to The Lindenmeyr Lines is fulfilling our promise to maintain a collection of papers which we can sincerely recommend.

We will be glad to take care of your Hammermill Bond requirements. To do this effectively, we shall carry in our New York warehouses a large stock in all the sizes, weights, colors and finishes for which this utility bond paper has justly won great popularity.

#### HENRY LINDENMEYR & SONS

ESTABLISHED 1859

32-36 Bleecker Street 16-18 Beekman Street

New York City, N. Y.

## "You Get More than Mere Envelopes When You Buy These"

You get a specialized service—a service devised specifically for the printer and lithographer—a service based upon an exact understanding of the particular peculiarities of your business—printing.

And this service understand, is not a mere talking point—it's based on a collection of tangible facts concerning the little ins and outs of your every day experiences. We "put ourselves in *your* shoes," we visualize your difficulties and offer you the very help that you would give yourself were you in possession of our facilities.

Let us work hand in hand with you on your next envelope job—any job that involves envelopes—directly or indirectly. Just one of our little "kinks" may untie the knot that's bothering you right now.

We'll gladly jump into the harness and pull with you—anytime. That's our specialty—our distinctive service. We'll show you how to make money on envelope jobs that you now class as nuisances—we'll turn them into business-building boomerangs, if you'll give us the opportunity.

We make everything in the shape of envelopes. Let's get together on that envelope job that just came in. Write us now.

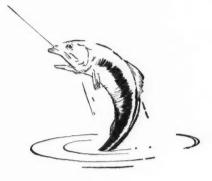
#### WESTERN STATES ENVELOPE CO. Milwaukee, Wisconsin

We Protect
the Trade"

W-Notched Under Flap Reg. U.S. Trade Mark

We Stern States
Friveloge G. Hibertife

With the Trade of the state o



## Paper is part of the picture

The textures, colors and weights of Strathmore Expressive Papers are rich in suggestion.

They say many things for the skillful printer and booklet designer.

A foam-flecked Strathmore Paper suggests the Great Outdoors for a customer advertising sportsman's goods.

A daintily textured, cream-tinted Strathmore Paper expresses the idea of *Daintiness* for a perfume importer.

A rough, stone-textured, stone-colored

STRATHMORE PAPER says Concrete for a cement manufacturer.

And so, for every business and for every product, there is an appropriate Strathmore Expressive Paper that fits the purpose, delights the customer and adds to your reputation.

Write us for the Strathmore Demonstration Set showing, among other things, the above picture on Expressive Paper—a graphic example of the suggestion-power of the appropriate type, color, illustration and Strathmore Expressive paper. Strathmore Paper Company Mittireague, Massachusetts, U.S.A.

STRATHMORE Expressive Papers



## Manufacturers of Printing Machinery and Supplies

## Sell in Great Britain

THIS long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American-made machinery, equipment and supplies essential or advantageous to the printing, box-making and allied trades.

## We Can Guarantee Excellent Business for Good Products

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling

agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

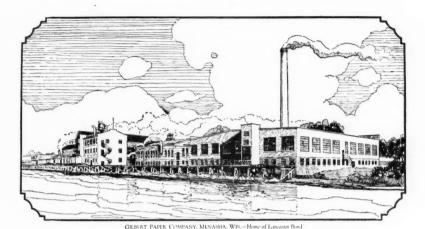
An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

#### WALKER BROS.

(Usher-Walker, Ltd.)

Engineers and Dealers in Machinery and Sundries for the Printing, Box-Making and Allied Trades

Main Offices and Showrooms, 33 Bouverie St., Fleet St., London (E. C. 4), England



#### Quality Does Count

EOPLE who have never seen your customer or his goods are made to see by *your* printing. His plant in which he prides himself, his business reputation, which he has labored to build and care for, his product in which he has put his belief and his courage—these things *you* must show in every piece of printing you do for every customer.

He has an obligation to buy good printing and good paper. You have an obligation to sell him only paper and printing that are representative of the best of his business, his product and himself. Don't hide your customer's light under a bushel of paper bought for a price. Give him fine paper for a reasonable price. If you are not familiar with LANCASTER BOND, send for samples today. You will realize at once its honest craftsmanship, its sound materials and its beauty of texture and color.

#### LANCASTER BOND

The Aristocrat of Bonds

#### Made by GILBERT PAPER COMPANY Menasha, Wis.

For Sale

Australia
Baltimore, Maryland
Boston, Massachusetts
Carter, Rice & Company
Chicago, Illinois
Cleveland, Ohio
Cleveland, Ohio
Cleveland, Ohio
Cleveland, Ohio
Cleveland, Ohio
Cleveland, Ohio
Cleveland Paper Manulacturing Co.
Des Moines, Iowa
Detroit, Michigan
Indianapolis, Indiana
Los Angeles, California
Los Angeles, California
Los Angeles, California
Louisville, Kentucky
Madison, Wisconsin
Minneapolis, Minnesota
Milwaukee, Wisconsin
Minneapolis, Minnesota

Barton, Duer & Koch Paper Co.
Latl.
Barton, Duer & Koch Paper Co.
Latl.
Barton, Duer & Koch Paper Co.
Carter, Rice & Campany Paper Manulacturing Co.
Carpenter Paper Company
The Madison Paper Company
The Paper Supply Company

New York City
New York City
Newark, N. J.
New Orleans, Louisiana
Philadelphia, Pennsylvania
Portland, Oregon
Rochester, N. Y.
San Francisco, California
Seattle, Washington
Spokane, Washington
St. Paul, Minnesota
St. Paul, Minnesota
St. Paul, Minnesota
Lessie Donahouer Company
Syracuse, N. Y.

Tacoma, Washington
Tacoma Paper & Stationery Co.



# Taking the next step in stabilizing the paper and printing industries

6

Announcement of a complete standardized mill brand line of fine papers—a composite unity to be warehoused and distributed nationally by leading Merchants

MEETING the real needs of paper buyers by reorganizing mill output!

Penalizing the specialty, the oddity, the betweengrades, the fictitious brands—the "short run"!

Making one grade do where many overlapping grades were before—one watermark take the place of twenty!

The seven national associations, covering printing, lithography, engraving and stationery, have united in passing Resolutions in favor of making the advantages of standardization available to buyers of paper and printing.

In full-page space in the newspapers, the American Writing Paper Company has placed itself squarely on record as endorsing this policy.

To-day the American Writing Paper Company has to announce, not merely an endorsement, a hope, a promise, but a definite accomplishment.

#### An average of only four grades to each class yet covering every commercial need

The American Writing Paper Company has standardized its own lines, has cut out every overlapping and "short run" grade, has adjusted its own

papers to the actual needs of Printers and Users:

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7 Bond Papers of rag content, 2 Bond Papers of wood fibres, 5 Ledger Papers, 4 Writing Papers, 4 Linen Papers, 5 Cover Papers, 9 Book Papers, 4 Offset Papers, 5 Bristol Boards, 3 Drawing Papers, 2 Mimeograph Papers, 3 Blue Print Base Papers, 5 Weddings and Papeteries, 6 Basic Specialties, one complete Announcement Line, one complete line of Hand-fashioned Papers, numerous Technical Papers.

Adopted in consultation with groups of the leading Printers and Paper Merchants, this standardized production takes its place as a landmark in the development of the printing and paper industries in this country.

#### Complete stock to be carried by special Service Houses in every city in the United States

The American Writing Paper Company will not merely manufacture a standardized line of papers. It will distribute this line through the warehouses of Paper Merchants who will make the advantages of standardization available to Printers and Users—Paper Merchants who will handle the complete simplified mill brand line as a basis of selection for every need.

AMERICAN WRITING THEPAPER SERVICE This does not mean any interference with or rearrangement of our relationships with Merchants on their lines. It does mean, however, that it is our aim and purpose to build up through leading Merchants a distributing system that will gradually concentrate on standardized lines — each grade on mass-production.

#### Looking toward definite economies for Merchant, Printer and User

In previous announcements we have outlined our attitude toward the economies of standardization. From the standpoint of the mill, standardization means running the great paper machines continuously, with a minimum of interruptions for frequent changes in the "run"! It means the possibility of concentrating materials and equipment on one machine for a standardized production. It means buying raw materials of definite qualities in larger

#### Standardization, the new watchword in American industry

THE war taught American business one important lesson—that useless styles and grades of products slow up manufacturing, increase overhead and selling costs, make for poorer values.

Today, in peace times, this lesson is being applied.

Out of 303 types of plows, only 65 have been manufactured since the first of the year.

Three-quarters of the sizes and types of stoves and furnaces have been eliminated.

The 5000 different styles of pocket knives that there were in 1914 have been reduced by leading manufacturers to a few hundred.

One manufacturer of rubber products has reduced his line from 73 to 7—yet his volume of business has trebled and the turnover of his merchandise on retailers' shelves has more than doubled.

Machinery is being standardized.

Farm equipment is being standardized.

The automobile industry is being standardized throughout—wheels, engines, spark plugs, piston rings, ignition systems, carburetors, radiators, fan belts, clutch discs, axles, bearings, grease-cups, springs.

Herbert Hoover has announced that it will be one of the policies of the Department of Commerce to bring the economies of standardization into every line of American business. quantities and on better terms. It means, in a few words, improved quality, greater uniformity, lower costs, less fluctuation in prices, better values, and stabilized papers.

For the Paper Merchant, standardization makes it easier to satisfy the needs of customers, while at the same time facilitating turnover of stock, thereby increasing profit and reducing the cost of distribution.

To the Printer, Lithographer and Stationer, standardization means ready accessibility of supply and quick service—faster turnover—a stable basis of quality and values.

To the ultimate User of paper and printing, there comes the sum total — lower cost of paper, more efficient service.

American Writing Paper Company Holyoke, Mass.

#### The new super-service: Eagle-A Service Houses

THE new simplified line of Eagle-A papers will be stocked in every important commercial center in the United States, where Printers, and users of printing and paper, can select easily and quickly the right weight, grade and color for their particular needs.

The following Paper Merchants have already begun to receive, from the mill, shipments of the complete Eagle-A mill brand line. Other Service Houses will be announced at an early date, as soon as stock-orders are prepared.

Albany, N. Y. Atlanta, Ga. Baltimore, Md. Birmingham, Ala. Boston, Mass. Boston, Mass. Chicago, Ill. Chicago, Ill. Cincinnati, O. Columbus, O. Dayton, O. Denver, Colo. Des Moines, Ia. Detroit, Mich. Indianapolis, Ind. Minneapolis, Minn. Newark, N. J. Newark, N. J. New York, N. Y. New York, N. Y. New York, N. Y. New York, N. Y New York, N. Y. Omaha, Neb. Philadelphia, Pa. Pittsburgh, Pa. Richmond, Va. St. Paul, Minn. Troy, N. Y.

Hudson Valley Paper Co. The Whitaker Paper Co. The Whitaker Paper Co. The Whitaker Paper Co. Arnold Roberts Co. The Whitaker Paper Co. Bradner-Smith Paper Co. The Whitaker Paper Co. Carpenter Paper Co. The Whitaker Paper Co The Whitaker Paper Co. The Whitaker Paper Co. Lasher & Lathrop Paper Co. J. E. Linde Paper Co. Beekman Paper & Card Co. Lasher & Lathrop Paper Co. J. E. Linde Paper Co. Miller & Wright Paper Co. The Whitaker Paper Co. Carpenter Paper Co. Garrett Buchanan & Co. The Whitaker Paper Co. The Whitaker Paper Co. The Whitaker Paper Co. Troy Paper Co.



## PAPER COMPANY MANUFACTURING INSTITUTION

of Service

## New York Paper Merchants

now identified as

#### Eagle-A Service Houses

WE, the paper merchants listed below, have completed arrangements to stock and distribute the new standardized and simplified mill brand lines of Eagle-A Bonds, Ledgers, Writings and Linens, Covers, Book and Offset, Bristols, Drawings, Mimeographs, Blue Print, Weddings, Papeteries, and Basic Specialties.

Beekman Paper and Card Company, Inc.
Lasher & Lathrop, Inc.
J. E. Linde Paper Company
Miller & Wright Paper Company
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ARTISTS tell us that Sunburst catalog cover paper is wonderfully interpretative of the varying phases of nature. It subtly suggests fleecy clouds, rippling water, furrowed fields, rugged hills and shadowed forests.

As a background for booklets and catalogs of distinction, Sunburst Papers supply the necessary atmosphere. The average person may not realize why such a publication impresses him so agreeably; but artists, printers and advertising men are aware of the Sunburst appeal.

SUNBURST Cover Paper is as serviceable as it is beautiful. It protects as well as decorates printed productions.

MADE BY

HAMPDEN GLAZED PAPER & CARD CO.

93 Canal St., Holyoke, Mass.



Like An Artistic Frame for Your Business Picture

CATALOG SOUTH

#### Cost of Printing Reduced

"You may put us down from now on as boosters for the Fortified Interchangeable Electric Pot for it is proving a winner for us. It has given us no trouble at all, has increased the efficiency of our Linotype 50 per cent, has eliminated loss of time to my operator, my foreman and my pressman, has reduced the amount of labor and has done away with the dangerous and offensive fumes of the gasoline pot.

"On our low power rate of 5 cents per kw., the pot saves enough, after operating cost is subtracted from the former gasoline cost, to pay our electric light bill and to pay 12 per cent on \$300.00, the cost of pot and installation. The pot will heat in 45 minutes almost any time and has invariably maintained correct temperature. We have had to regulate the thermostat only once and that was the second day of operation. We are now getting some 250 pages of 10-point for revised city ordinance and have found no bad slugs."

The name of party writing this letter, as well as many other satisfied customers, will be gladly furnished upon request.

#### The Fortified Interchangeable Electric Pot

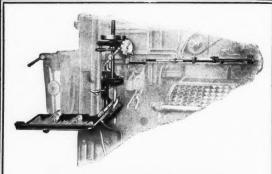
is a complete electric pot of our own manufacture (not a gas pot converted) that fits without change or alteration any model Intertype, Linotype or Linograph typesetting machines. It is also interchangeable with gas, gasoline or coal oil methods of heating.

The Fortified is so sturdy and scientific in construction that the standard 110 volt equipment is guaranteed to operate on any voltages from 100 to 125.

Write for illustrative booklet and let us tell you how your cost of printing can be reduced.

#### Fortified Manufacturing Co.

Fourteenth Street and Agnes Ave., Kansas City, Missouri



#### THE MOHR LINO-SAW

cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

#### MOHR LINO-SAW CO.

513-515 West Monroe Street, Chicago

#### Cut the Costs of Your Shipping Room

Labor Saving Machines have speeded up production and cut down the overhead in other departments, why not in the Shipping Room? Hand tying means extra help, extra expense and output restricted



#### The BUNN Package-Tving Machine

does the work of three to five girls and never gets tired. It produces every minute it is in operation. It uses the minimum amount of twinewaste. Ties a non-slip knot, which insures the package reaching its destination without coming apart.

Our new models greatly increase the range of size of package possible to tie.

In writing kindly state maximum and minimum dimensions, that we may know what equipment will be required.

Write us today for particulars regarding our ten-day free trial offer.

#### B. H. BUNN & CO.

7329 Vincennes Ave. Chicago, Ill.



Does the hen stop scratching when the worms are scarce?

No sir, she scratches the harder!

She makes the dirt fly!!

THE

Ellis "New Method" Embossing

Net, \$150.00 Cash

Brings in the orders when other inducements fail, as it is more pleasing and economical than any other form of dressing a job -costs less than a second color.

Booklet telling the tale Ioc.

Ellis "New Method" Embossing Co. 140 West 38th St., New York City



## Bermingham and Prosser

#### The Tenth of a Series of Articles on Paper Making

After the paper is cut into sheets some of this is counted and packed without further work. All coated papers are hand sorted—blemished sheets thrown out, seconds put in one pile and first-class papers piled on the other side of the sorter.

Sheets to be trimmed are taken from the cutter to the trimmer. All coated sheets are trimmed. The trimmer is practically the same as will be found in any well equipped print shop—simply on a larger scale.

The purpose of trimming is to make all sheets exactly the same size with corners perfectly square. When the huge trimming knife has sliced off the more or less jagged edge from a pile of paper, it leaves a surface as smooth as the polished top of a mahogany desk.

If large sheets are to be cut into numerous smaller ones on the trimmer, the counting is done before being cut into smaller sizes, so that one counting of the large sheets identifies the reams in each pile of smaller sheets, saving much work. But with the larger sheets which are not split on the trimmer every sheet is counted before being packed.

Counting is done by girls, the more skilful of whom can count a ream in about two minutes. They become almost incredibly efficient at the work.

BERMINGHAM & PROSSER service to printers is enabling them to trim costs and count additional profits.

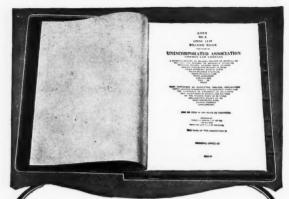
Write us before you print.

#### BERMINGHAM & PROSSER COMPANY

KALAMAZOO, MICHIGAN

New York Office, 501 Fifth Avenue

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#### Go to GOES for

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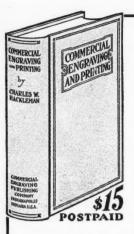
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a practical but non-technical way.

Advertising managers, printers, lithographers, paper men, photographers, commercial artists, salesmen, instructors, students and all others interested in these subjects will find this book invaluable.

Commercial Engraving and Printing Price, \$15, postpaid

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632 Sherman Street, Chicago, Illinois

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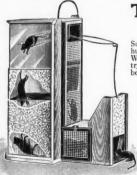
Then, why take chances with them?

You base your estimates on plates of good quality, and the excessive cost of make-ready and loss of running time in the pressroom occasioned by inferior, thin-shelled electrotypes may represent the difference between profit and loss to you. Command the skill, intelligence and careful workmanship of our efficient organization—give your pressroom a chance to equal in practice the anticipation of your estimator.

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#### The PEERLESS TRAP

Such firms as Moser Paper Co., M. A. Donahue & Co., Hillison & Etten Co., Magill-Weinsheimer Co., Godwin Bindery, etc., after trying out the trap have repeatedly reordered, because they got results.

#### Protect Your Paper Stocks Order a Trap NOW

Peerless Mouse Trap, each . . . . \$3.00 Peerless Rat Trap, each . . . . 8.50 Prices f.o.b. Chicago. Cash with order.

Special prices in quantity lots.

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The Loft-Dried Rag-Content Paper BOR at the Reasonable Price

MANY advertisers, probably includ-I ing some of your customers, are in the habit of using one grade of paper for their regular correspondence, and another and cheaper grade for their processed sales letters, particularly where large quantities are used. Their "regular" letterheads they figure are too expensive for form letters, while the "form" letterheads are not good enough for office correspondence.

Whenever and wherever you find this condition, you have also found

an opportunity to add to your reputation for service by suggesting the use of Systems Bond for both kinds of letters.

By printing on Systems Bond you can produce and deliver letterheads that will compare favorably with the best that your customers are likely to have used for their correspondence, and at the same time, without sacrificing

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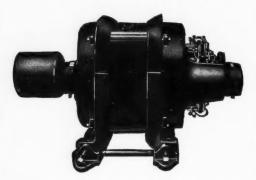
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Job Press Motors
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Motors for Cutters, Stitchers
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all print shop machinery

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KIMBLE ELECTRIC CO.

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# ATLANTIC

The "Eastern" Sulphite

BOND

with the "Rag" appearance

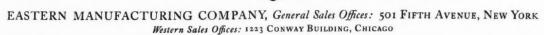
WHAT is the difference, in appearance, between an all-sulphite bond paper and one that contains rags? Can you tell them apart? If you think you can—or even if you know you can—you will find it interesting and instructive to compare Atlantic Bond with some of the lower-priced rag-content bonds.

The principal difference, you will find, is in the price. The difference in appearance is very little—and not

infrequently it is in favor of Atlantic Bond.

Atlantic Bond is an all-sulphite sheet at an all-sulphite price, but it has the feel and appearance of a rag-content sheet, and for many purposes is equally as good.

Before using a rag-content paper on orders that require close figuring, it will pay you to make sure that equal or better results cannot be obtained by using Atlantic Bond.



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No Mushy Rollers this Summer if you install

## ROUSE ROLLER FANS

Now! is the time to install them-



THE hottest months of the year will soon be here, and that will mean one trouble after another in the pressroom. Protect yourself against spoiled work by equipping your Miehle presses with ROUSE ROLLER FANS.

#### No Electrical Connections Necessary

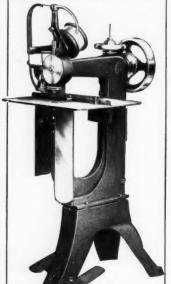
Simply clamp the fan onto the main gear guard of a Miehle press and the installation is complete. The press supplies the power. One of your own men can make the connection in a few minutes.

Sold on the Rouse guaranty of satisfaction or your money back.

#### H. B. Rouse & Company

2214 WARD STREET, CHICAGO

# Self-Regulating Boston Wire Stitching Machine



NE OPERATION adjusts all parts of the machine to thickness of work, including feed, cutter, clinchers, and table. The only wire stitcher to constructed and the only one yielding a

so constructed and the only one yielding a maximum output, perfectly fed and clinched, and all without expert attention.

Made in all sizes, one-eighth inch to seven-eighths inch

#### AMERICAN TYPE FOUNDERS CO.

GENERAL SELLING AGENT FOR BOSTON WIRE STITCHERS

Set in members of the Bodoni Family-Bodoni Mortised Ornamer



#### Repeat Orders

A customer who has bought checks on National Safety Paper never goes back to the dangerous plain paper check.

And the lithographer who first brought his attention to National Safety Paper has a right to a first call on the business.

Write for samples

George LaMonte & Son

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A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.

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When you run your presses at lower speed



Lower speed means lower consumption of current if your motors are equipped with



**PUSH-BUTTON** CONTROL MOTORS



Illustrated Folder, giving prices free, on request.

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**Operate** on Dry Heat



#### "INTERNATIONAL" Electric Glue Heaters

are built on the fireless cooker heat retaining principle. No water bath to boil dry and cause burnoutsburnt glue.

Even dry heat gives more accurate temperature control and lower current consumption.

Printers and binders who desire to reduce their glue costs should write for our bulletin, "Efficient Glue Handling," and complete information about International Electric Glue Heaters.

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INDIANAPOLIS, U S.A

Electric Heaters are better"



#### An Attractive Proof

Gets a Quick O. K.

A CLEAN, clear proof has a powerful influence on the customer.

It invariably gets a quick O. K. and often wins the increase of an order. The firm, even impression of the

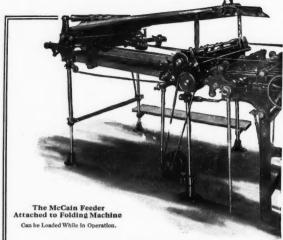
#### B. B. B. Brower Ball-Bearing Proof Press

makes proofs that will please your customers.

Write for full information.

#### A. T. H. BROWER COMPANY

233 West Schiller Street, Chicago, Ill. S. COOKE PROPRIETARY, Lmt'd, Sole Agents for Australia.



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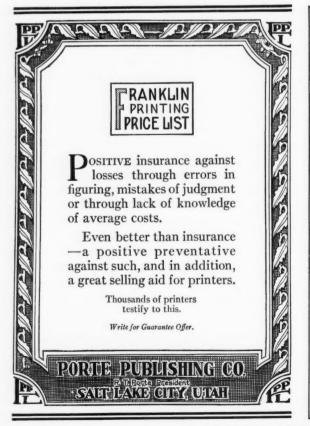
Automatic feeding will increase the capacity of a folder or perforating machine from 10% to 25% over hand feeding. By its accuracy and precision

#### THE MCCAIN Automatic Feeder

will effect further economy by reducing spoilage to the minimum. Easily attached to Anderson, Hall, Dexter, Brown and Cleveland Feeders, and to all other makes of folding machines.

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#### Printing Machinery and Printers' Equipment for India and South Africa

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We are desirous of receiving particulars of any new machine improvements, or articles of equipment and material for the Printing trade.

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The Goss High-Speed "Straightline" Press Used in the Largest Newspaper Plants in U.S. A. and Europe.

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Built with all Units on floor or with Units superimposed.

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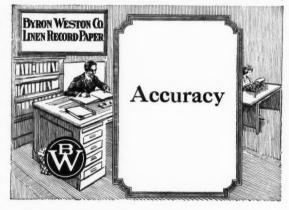
is ideal for eyeletting short runs An absolute necessity for of tags, calendars, etc., or for all Printers and Bookof tags, calendars, etc., or for fastening securely proofs, estimates and samples.

It saves time Handles by punching three sizes of the hole, feeding the eyelet and clinching it in one operation.

eyelets without any adjustment. Drop the eye-lets into the magazine and go right ahead.

For sale by
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CORRECTNESS is the first principle of accountancy. Neatness is indispensable to accuracy. Clean, unblurred entries over erasures are only possible where high grade ledger paper is used.

B-W Linen Record Paper makes for neatness and accuracy by supplying the finest writing and erasing surface procurable. The additional cost of this famous Ledger Paper is justified by the saving of the bookkeeper's time in error hunting.

Send for the latest sample book, which is just off the press.

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because they are made exclusively from Colors, Carbon Black and Varnishes made at our own factories.

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SEE FULL PAGE ADVERTISEMENT IN NEXT ISSUE



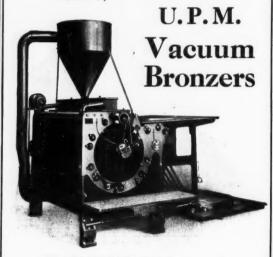
#### United Printing Machinery Company



## 23 Houses

That use a total of

123



U. S. Printing & Lithograph Co24
Robert Gair Co
Forbes Litho. Mfg. Co7
Stecher Lithograph Co7
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American Lithograph Co5
Wm. Steiner Sons & Co5
Brockway-Fitzhugh-Stewart, Inc4
Columbia Graphophone Co4
Heywood Strasser & Voight Litho. Co4
Ketterlinus Litho. Mfg. Co4
Pasbach-Voice Lithograph Co4
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Maryland Color Printing Co3
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Sackett & Wilhelms Corp3
Schmidt Lithograph Co3
Victor Talking Machine Co3
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#### **RE-ORDERS TELL**

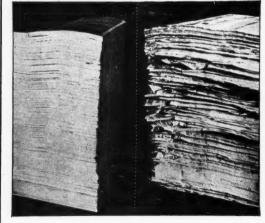
## The ONLY Known Means

of entirely eliminating static electricity is

# THE Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

LIKE THIS ! INSTEAD OF LIKE THIS



Send for copy of "Facts"

#### UNITED PRINTING MACHINERY COMPANY

38 PARK ROW NEW YORK 604 FISHER BUILDING CHICAGO 83 BROAD STREET BOSTON



#### No. 2 Poco Proof Press

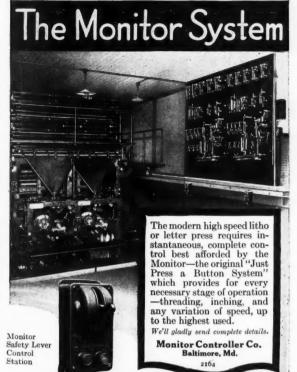
A simple, practical, inexpensive, large press, size 18"x25".

No. 2 Poco Proof Press is unusually rigid under impression, stronger, in fact, than any other proof press, bar none. And that explains the clear, sharp proofs it takes.

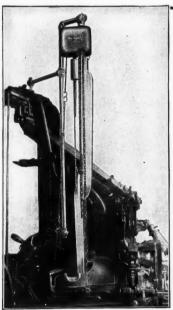
The size is adequate for a full page newspaper in galley, and linotype shops will find it very handy and useful for all galley proofs and make-up. One particular advantage is the prooving along the slugs or lines of type, rather than across them, thereby avoiding tendency to push them over, or spreading them apart.

The Stand and Paper Cabinet is a great convenience, and the whole outfit is so simple and strong it can give no trouble and will last a lifetime.

Manufactured by
HACKER MANUFACTURING CO.
312 No. May St., Chicago



#### "Just Press a Button"



#### MARGACH METAL FEEDER Linotype, Intertype, Ludlow and Elrod. Gas or Electric.

# The Margach Metal Feeder \$75.00

Can be applied to any slug or single type casting machine. It will save you \$1.00 per day per machine. The MARGACH has been endorsed by nearly a thousand users.

For further information call or write.

#### The PRINTERS SUPPLY CO.

Linotype Parts and Supplies

137-139 Grand Street, New York

HERMAN DIAMOND

L. G. DOOLEY

#### ADVANCE Electric Glue Heaters



Do you know you can heat your glue with ELECTRICITY cheaper than with gas or steam?

Let us tell you about our complete line which most large binders are using and find a profitable investment.

Complete information on request to

The New Advance Machinery Co.

## A SPECIAL PAPER

#### for Advertising Folders

PURPOSELY made to carry a halftone, yet possessed of inbuilt strength, Publishers Cover avoids cracking and breaking on the fold.

In this practical paper we have attained the printing quality by a special manufacturing method without surface coating. This permits folding and refolding and assures your catalog or folder being delivered as sent from your office.

There is, too, a saving over the cost of most cover papers, there is real half-tone printing quality and all the inherent strength so typical of Peninsular Cover Papers.

Write on your business letterhead for set of samples. Be sure to specify

Publishers Cober

#### THE PENINSULAR PAPER CO.

YPSILANTI, MICHIGAN

Makers of Uncommon Cover Papers

## The CALOREL Electrically GLUE POT Heated

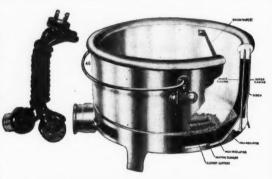
#### ONE PIECE :: ENTIRELY ALUMINUM

FOR GLUE AND SIMILAR COMPOUNDS For any use, where an even, steady temperature, that will not burn or dry out, is required

The CALOREL Glue Heater is entirely aluminum, light in weight, clean. Large diameter and low flat design promotes rapid heating and sturdiness. The pot, completely surrounded by an air jacket, retains and distributes the heat and reduces the electrical consumption to a minimum. Owing to the correct proportioning of the heat dissipating surfaces, it will not reach a temperature of over 170 degrees F.

Without switches, or regulating means, no attention whatever is required.

The standard heater listed is for glue only. In ordering for other purposes, kindly specify, fully, the conditions under which it will have to work.



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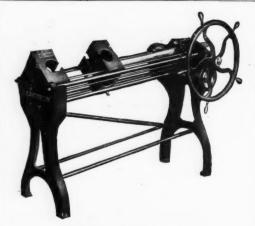
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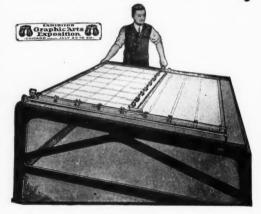
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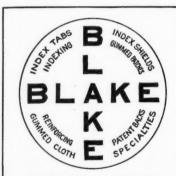
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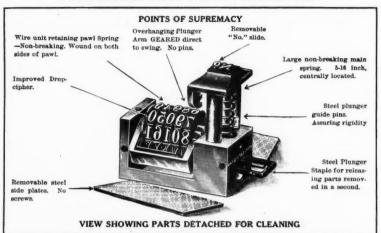
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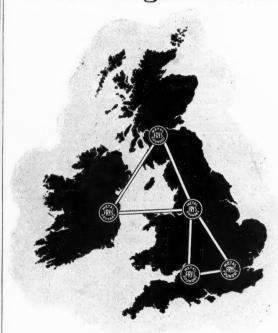
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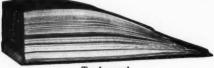
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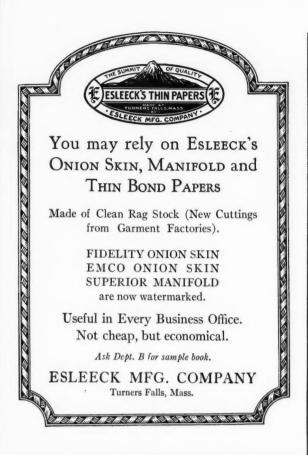
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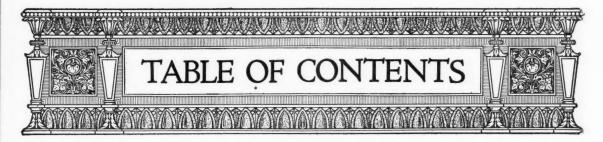
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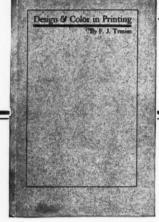
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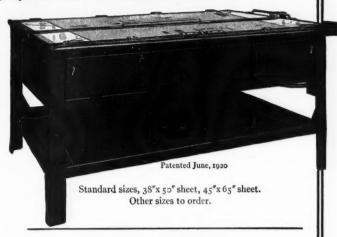
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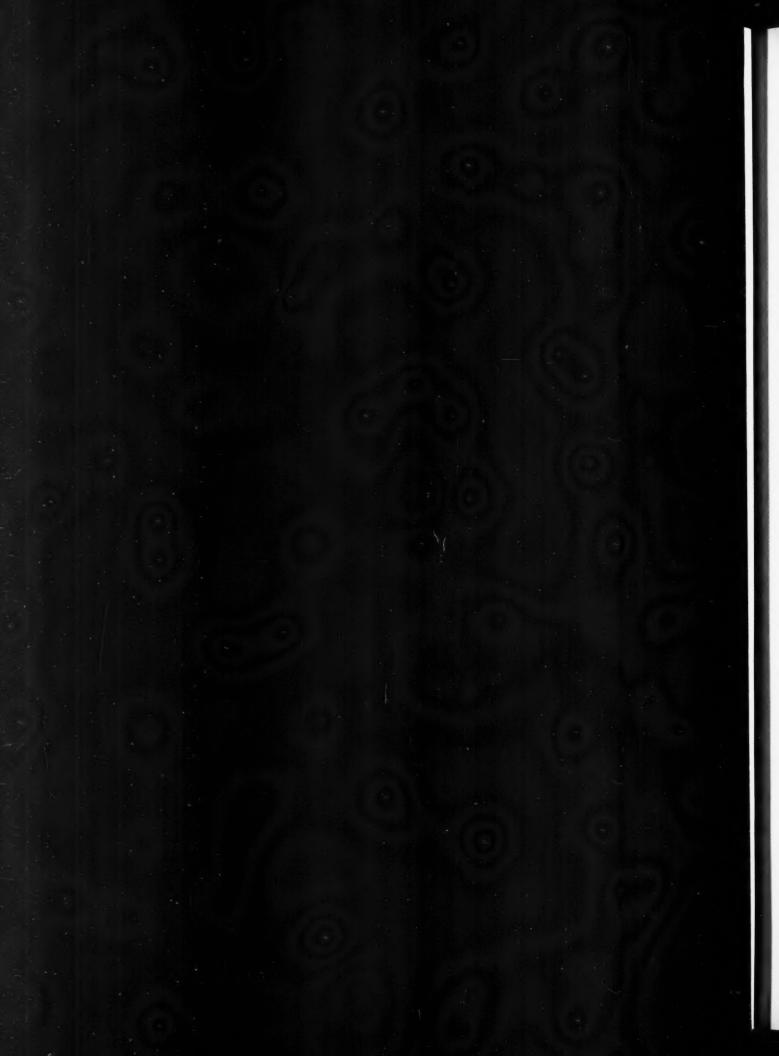
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